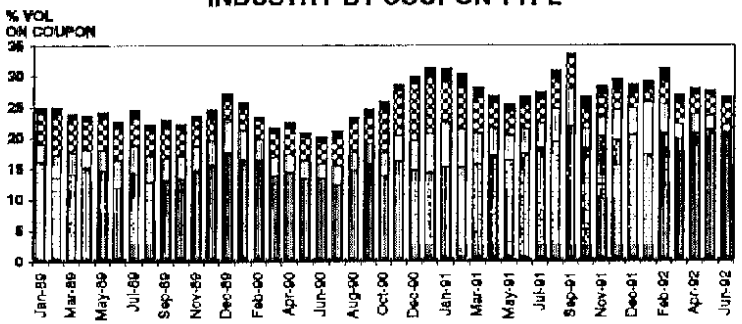
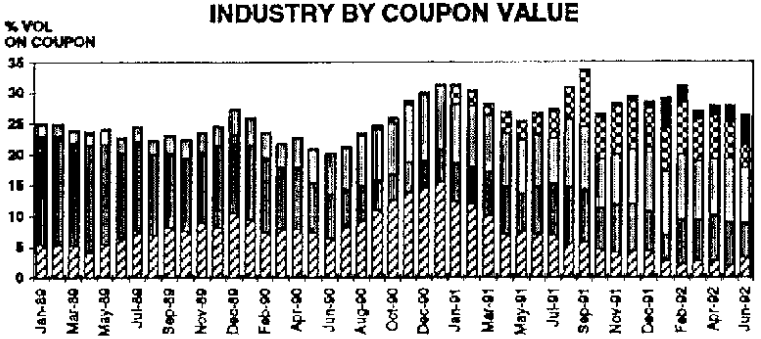
Percent of Volume Sold on Coupon - Supermarkets

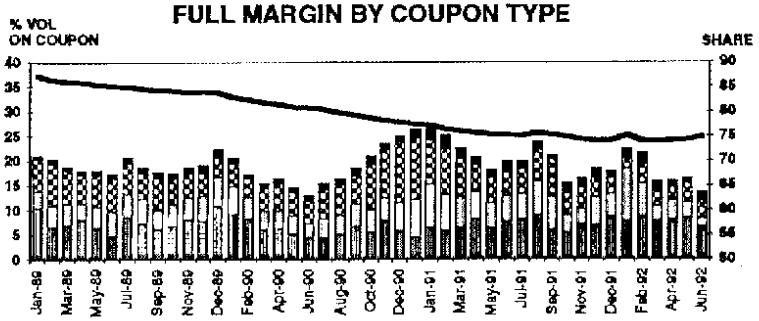
INDUSTRY BY COUPON TYPE



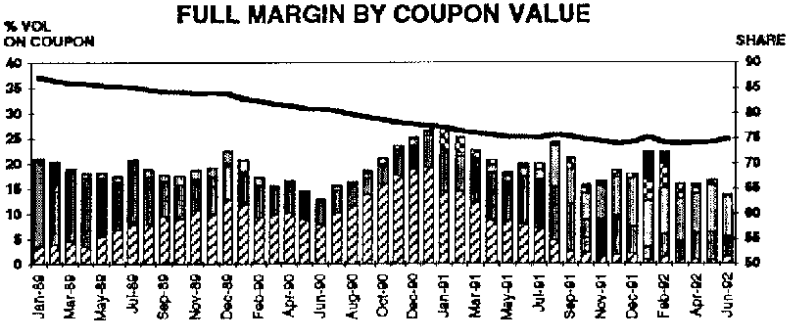
INDUSTRY BY COUPON VALUE



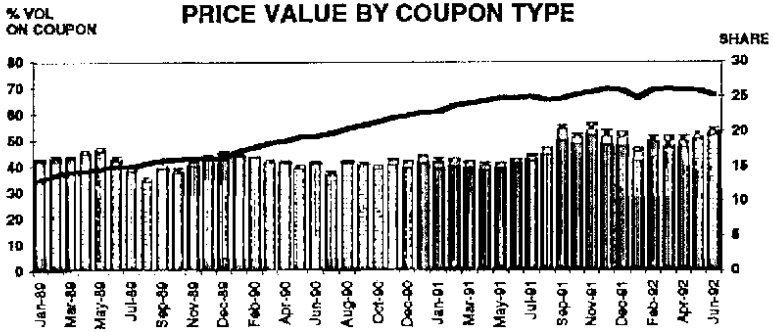
FULL MARGIN BY COUPON TYPE



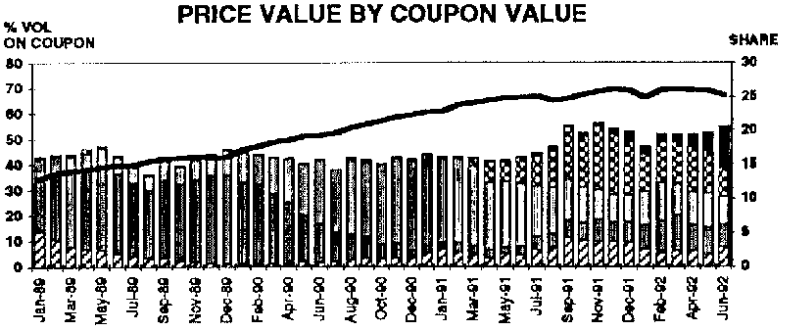
FULL MARGIN BY COUPON VALUE



PRICE VALUE BY COUPON TYPE



PRICE VALUE BY COUPON VALUE



On Carton | Direct Mail | $1 | $2 | $3

FSI | Other | $4 | $5 +

Share

Source: IRI Household Panel - Supermarkets

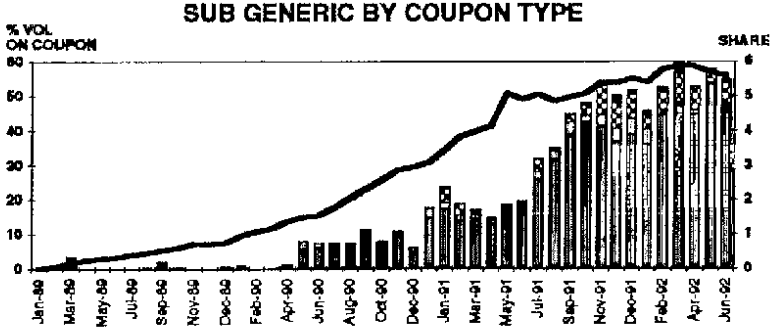
File: Industry T&V Worksheet

206008751 3

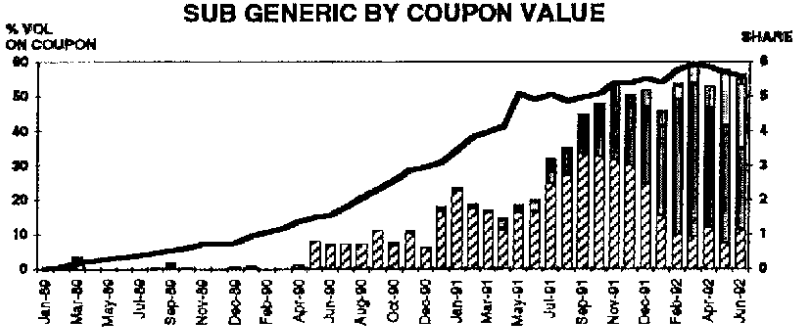
Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

Percent of Volume Sold on Coupon - Supermarkets

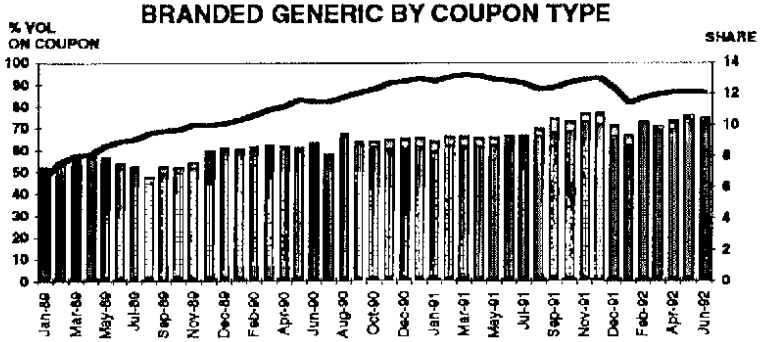
SUB GENERIC BY COUPON TYPE



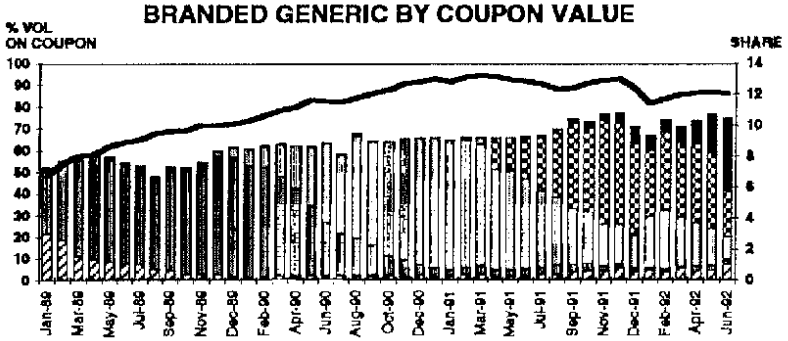
SUB GENERIC BY COUPON VALUE



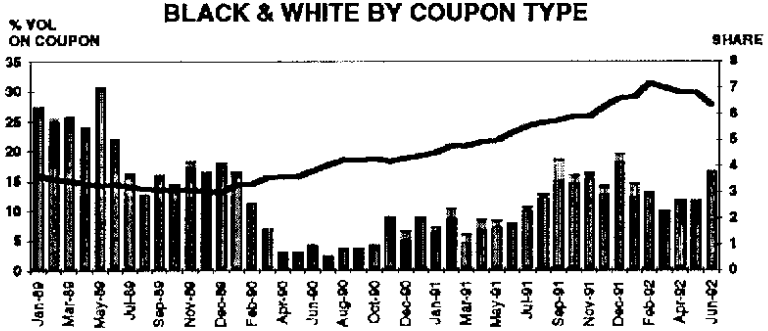
BRANDED GENERIC BY COUPON TYPE



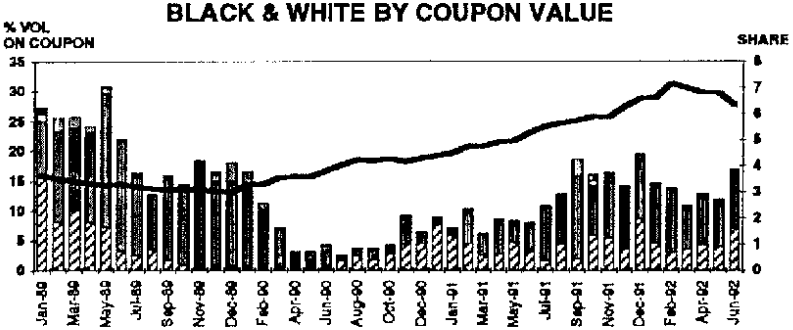
BRANDED GENERIC BY COUPON VALUE



BLACK & WHITE BY COUPON TYPE



BLACK & WHITE BY COUPON VALUE



On Carton | Direct Mail | $1 | $2 | $3

FSI | Other | $4 | $5 +

Share

Source: IRI Household Panel - Supermarkets

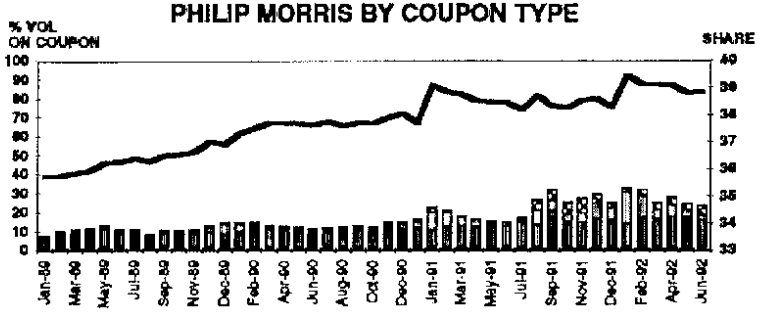
File: Industry T&V Worksheet

206008751 4

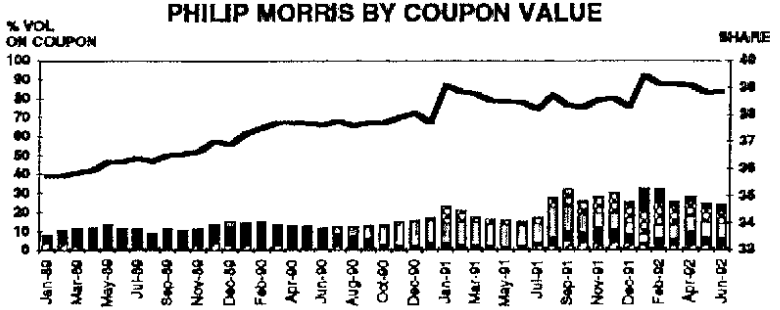
Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

Percent of Volume Sold on Coupon

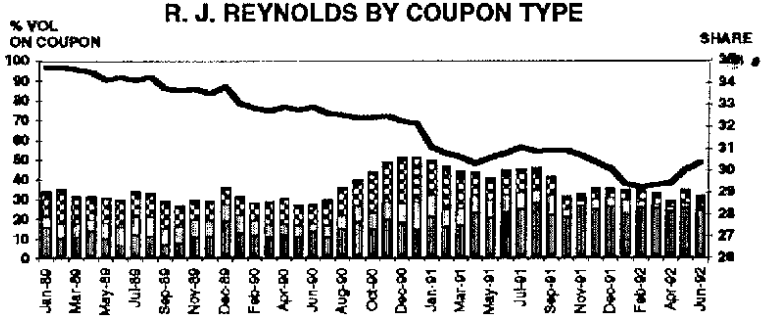
PHILIP MORRIS BY COUPON TYPE



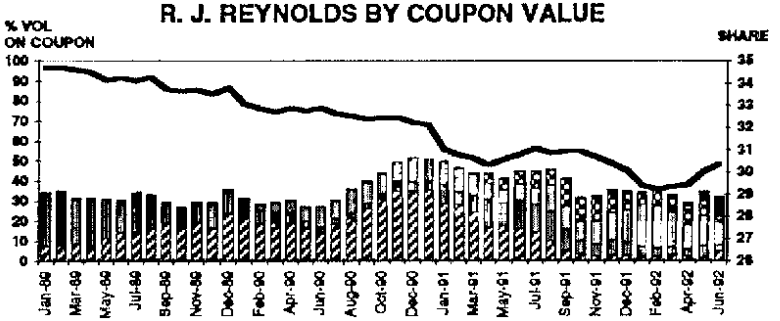
PHILIP MORRIS BY COUPON VALUE



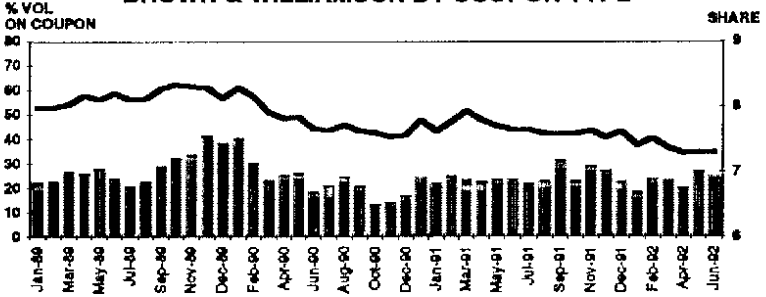
R. J. REYNOLDS BY COUPON TYPE



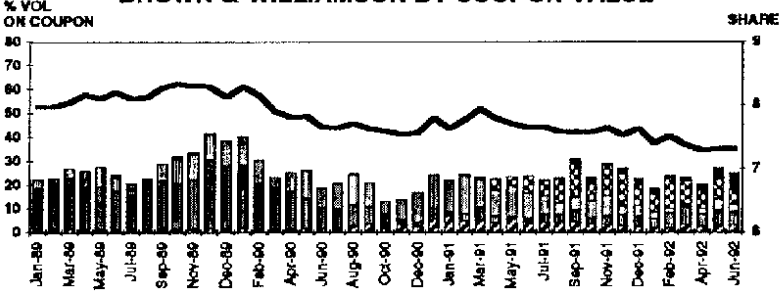
R. J. REYNOLDS BY COUPON VALUE



BROWN & WILLIAMSON BY COUPON TYPE



BROWN & WILLIAMSON BY COUPON VALUE



On Carton | Direct Mail | $1 | $2 | $3

FSI | Other | $4 | $5 +

Share

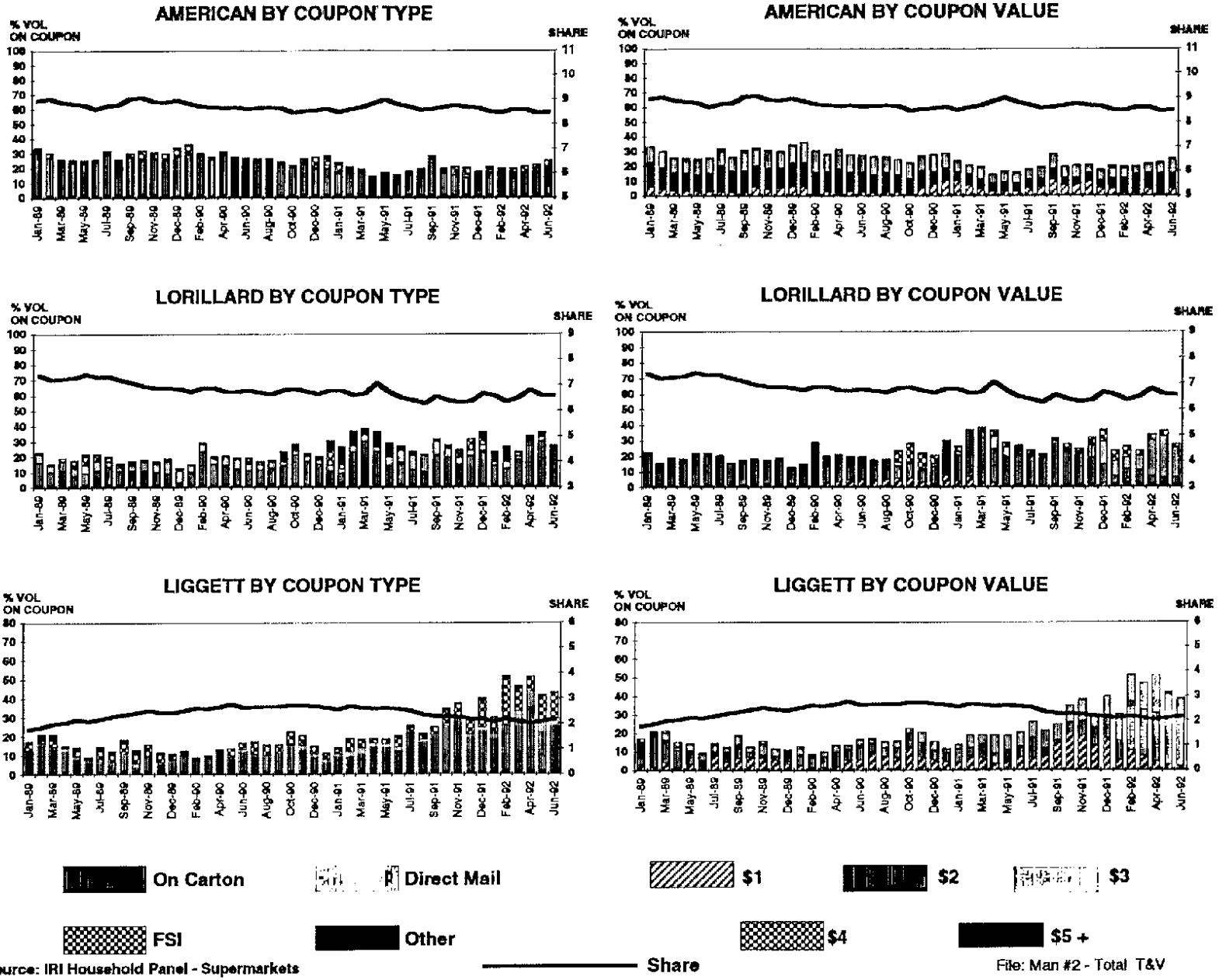
Source: IRI Household Panel - Supermarkets

File: Man #1 - Total T&V

2060087515

Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

Percent of Volume Sold on Coupon



Source: IRI Household Panel - Supermarkets

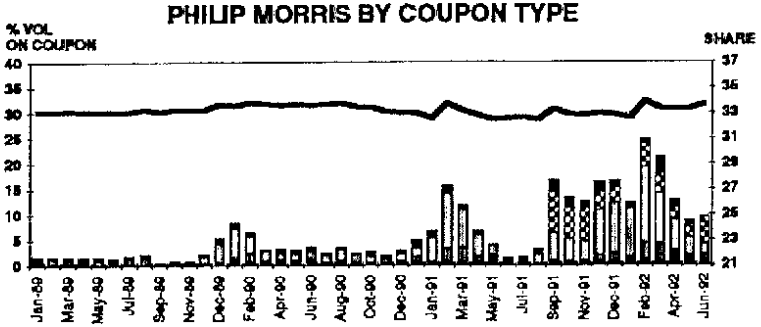
File: Man #2 - Total T&V

2060087516

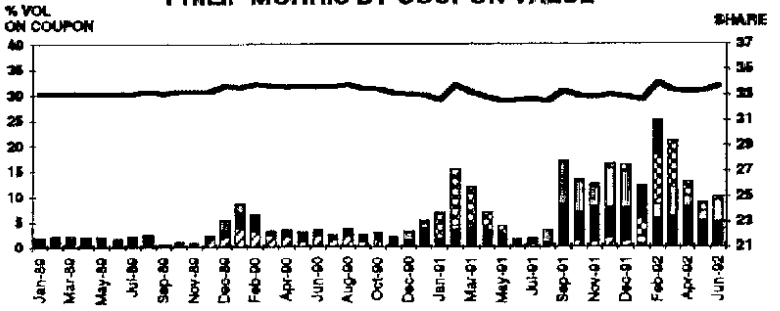
Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

Percent of Volume Sold on Coupon - Full Margin Supermarkets

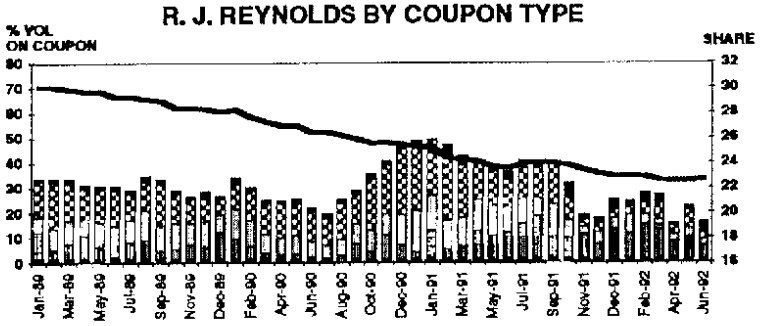
PHILIP MORRIS BY COUPON TYPE



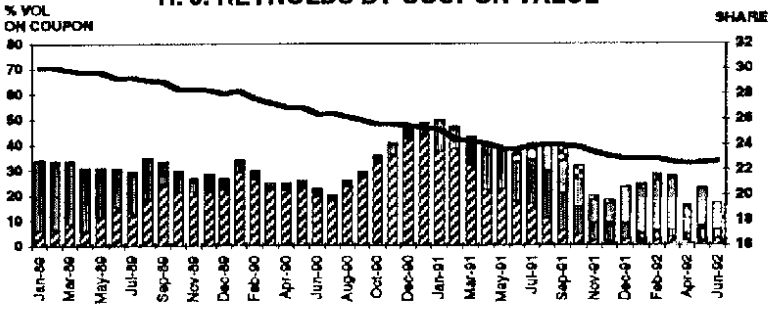
PHILIP MORRIS BY COUPON VALUE



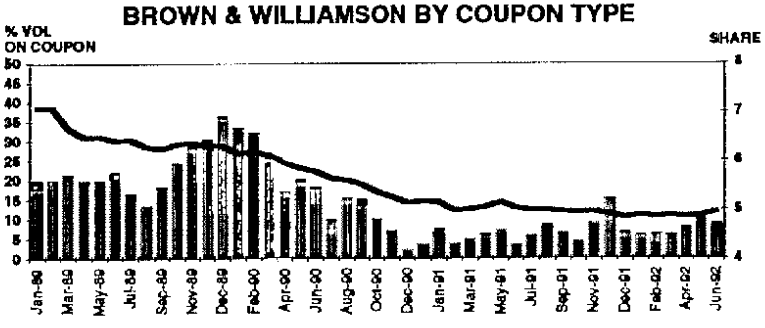
R. J. REYNOLDS BY COUPON TYPE



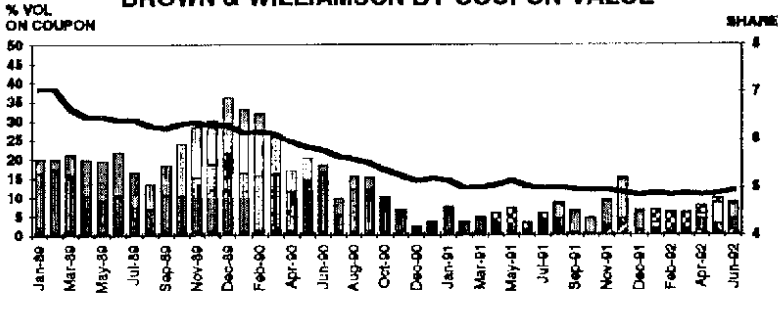
R. J. REYNOLDS BY COUPON VALUE



BROWN & WILLIAMSON BY COUPON TYPE



BROWN & WILLIAMSON BY COUPON VALUE



On Carton | Direct Mail | $1 | $2 | $3

FSI | Other | $4 | $5 +

Share

Source: IRI Household Panel - Supermarkets

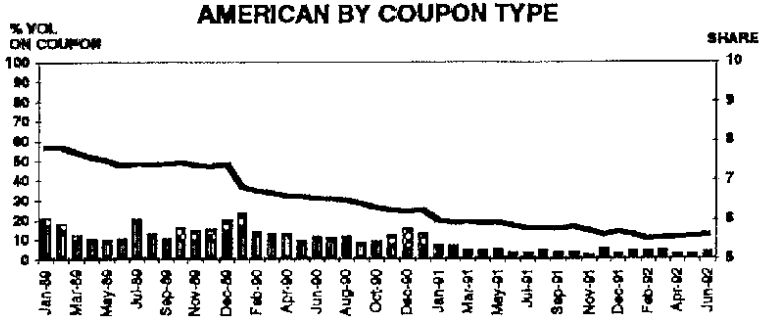
File:Manufacturers-FM T&V

2060087517

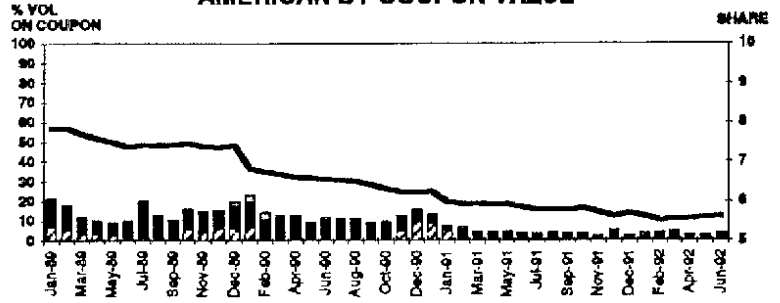
Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

Percent of Volume Sold on Coupon - Full Margin Supermarkets

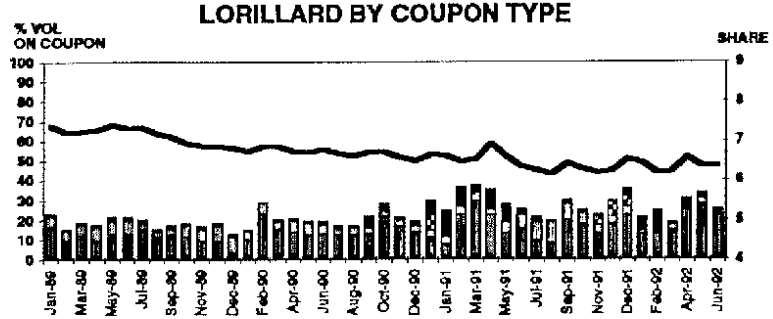
AMERICAN BY COUPON TYPE



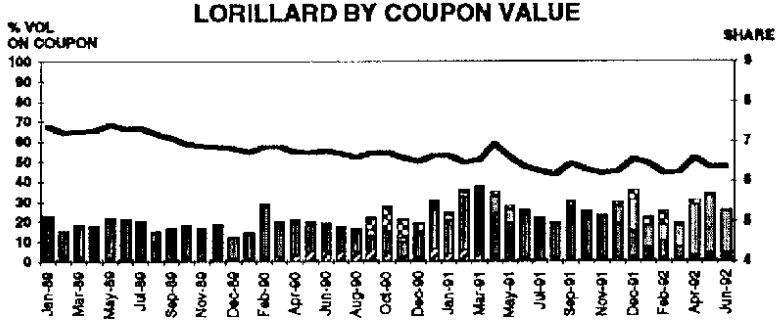
AMERICAN BY COUPON VALUE



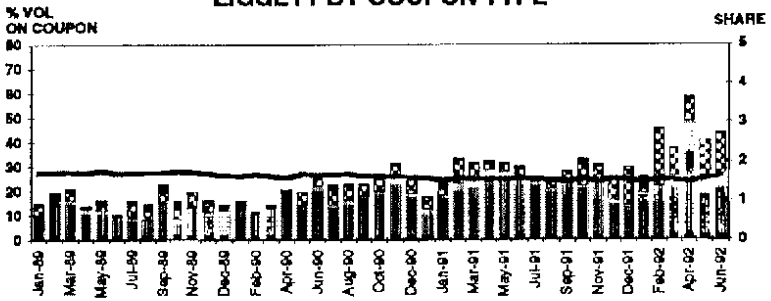
LORILLARD BY COUPON TYPE



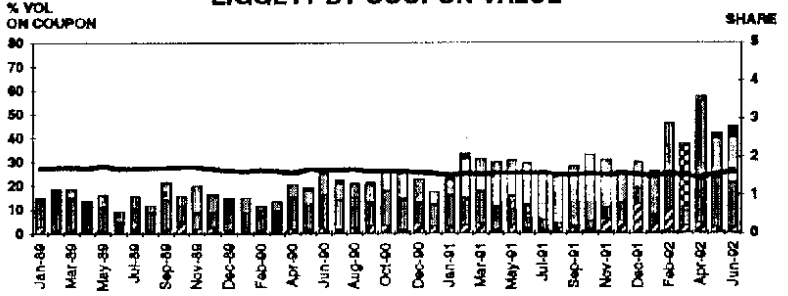
LORILLARD BY COUPON VALUE



LIGGETT BY COUPON TYPE



LIGGETT BY COUPON VALUE



On Carton | Direct Mail | $1 | $2 | $3

FSI | Other | $4 | $5 + | Share

Source: IRI Household Panel - Supermarkets

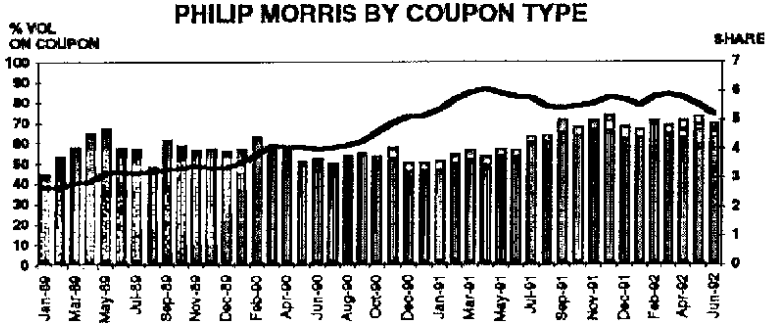
File: Man #2 - FM T&V

206008751S

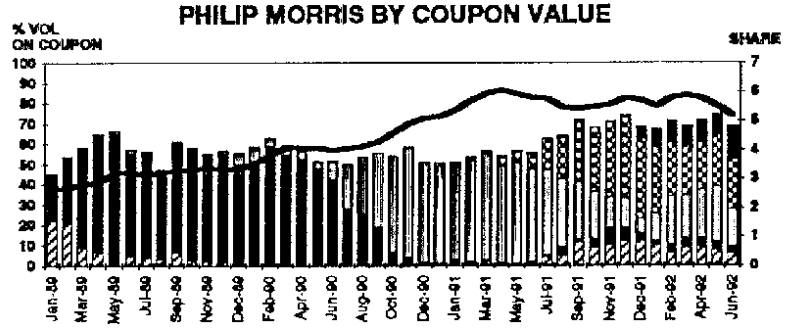
Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

Percent of Volume Sold on Coupon - Price Value Supermarkets

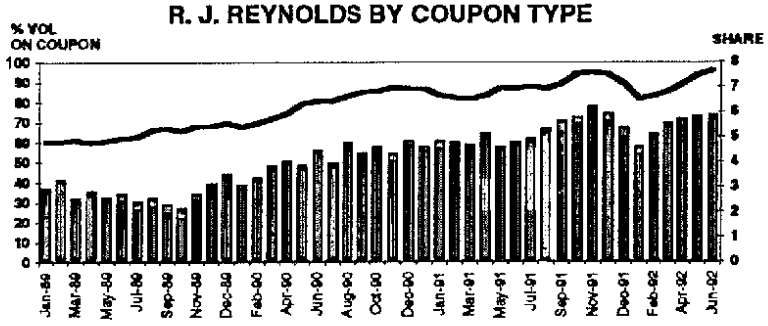
PHILIP MORRIS BY COUPON TYPE



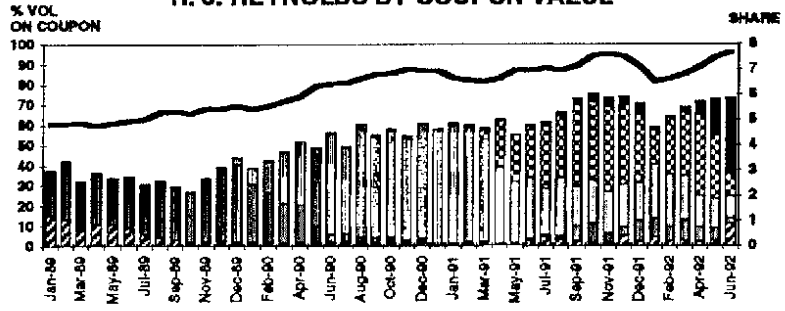
PHILIP MORRIS BY COUPON VALUE



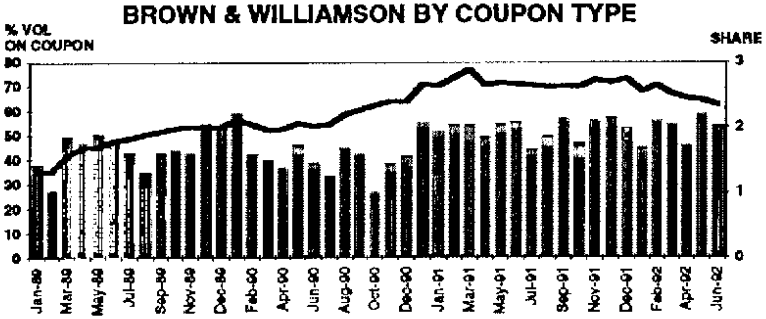
R. J. REYNOLDS BY COUPON TYPE



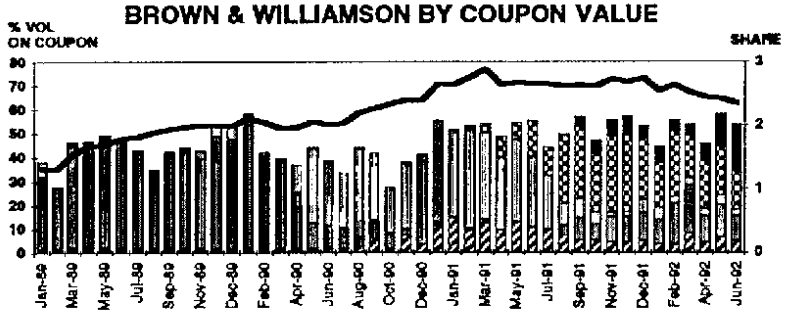
R. J. REYNOLDS BY COUPON VALUE



BROWN & WILLIAMSON BY COUPON TYPE



BROWN & WILLIAMSON BY COUPON VALUE



On Carton | Direct Mail | $1 | $2 | $3

FSI | Other | $4 | $5 +

Share

Source: IRI Household Panel - Supermarkets

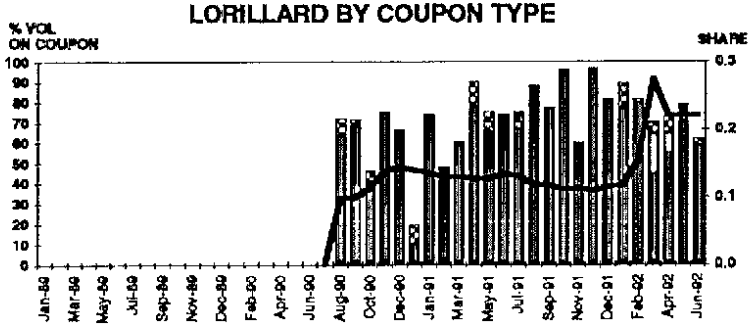
File:MAN #1 PV - T &V

2060087519

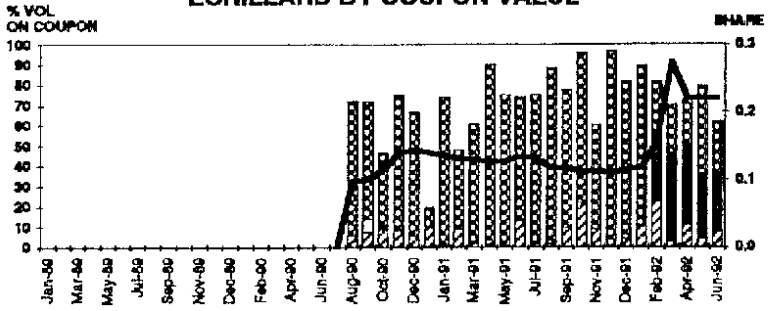
Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

Percent of Volume Sold on Coupon - Price Value Supermarkets

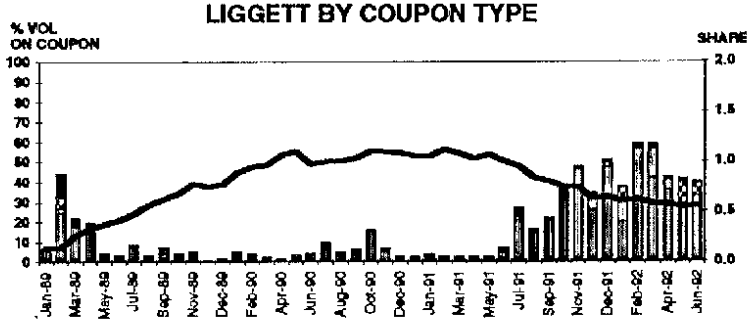
LORILLARD BY COUPON TYPE



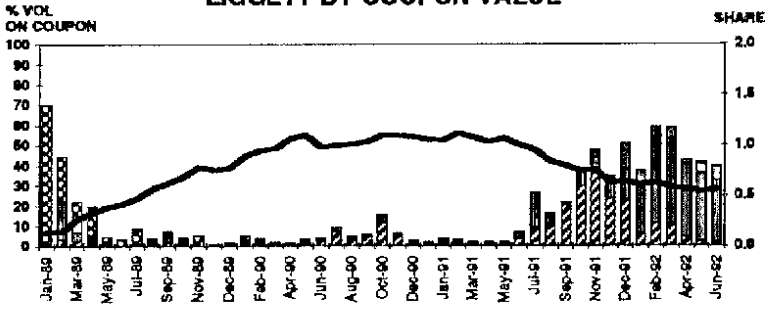
LORILLARD BY COUPON VALUE



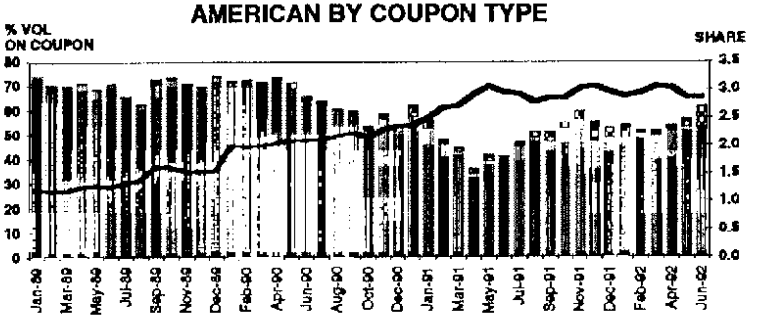
LIGGETT BY COUPON TYPE



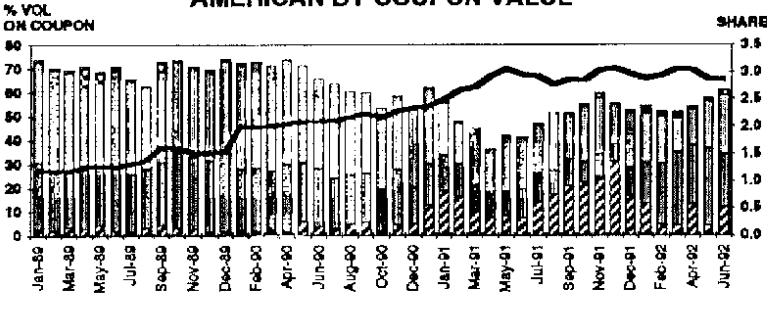
LIGGETT BY COUPON VALUE



AMERICAN BY COUPON TYPE



AMERICAN BY COUPON VALUE



On Carton | Direct Mail | $1 | $2 | $3

FSI | Other | $4 | $5 +

Share

Source: IRI Household Panel - Supermarkets

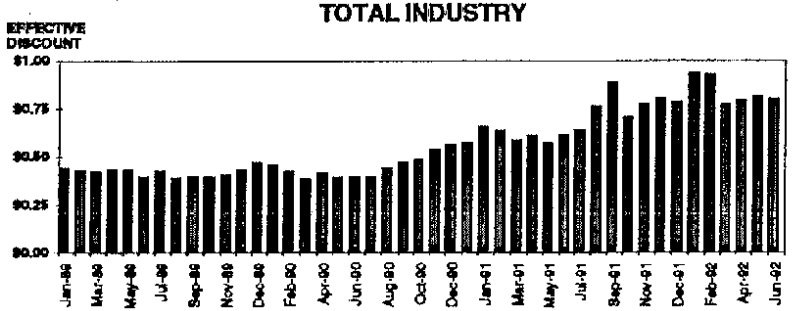
File:MAN #2 PV - T & V

2060087520

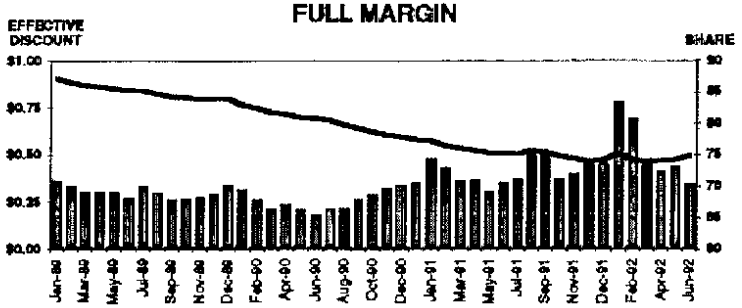
Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

Effective Coupon Discount - Supermarket
Segments

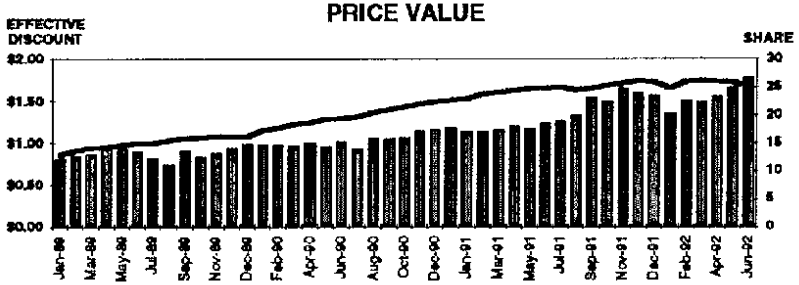
TOTAL INDUSTRY



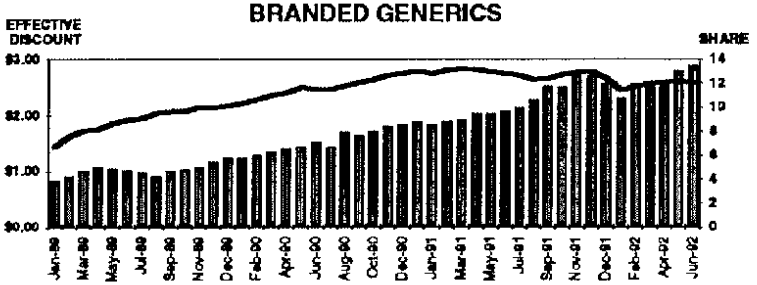
FULL MARGIN



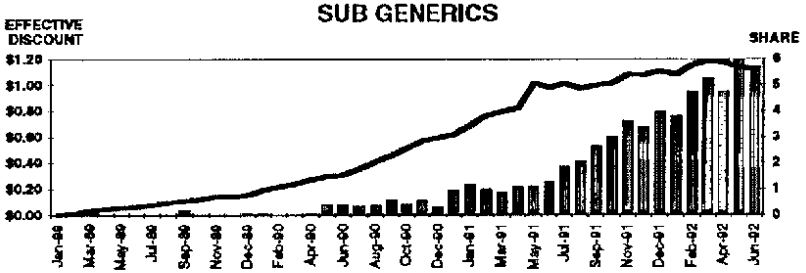
PRICE VALUE



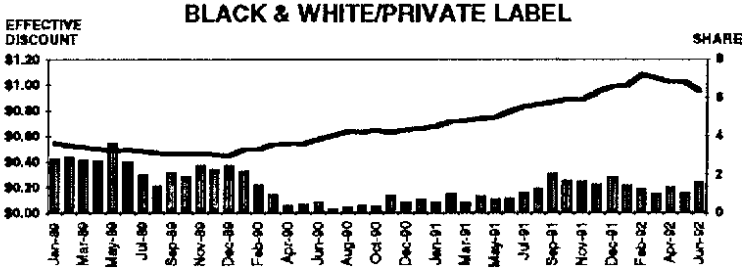
BRANDED GENERICS



SUB GENERICS



BLACK & WHITE/PRIVATE LABEL



Effective Coupon Discount Share

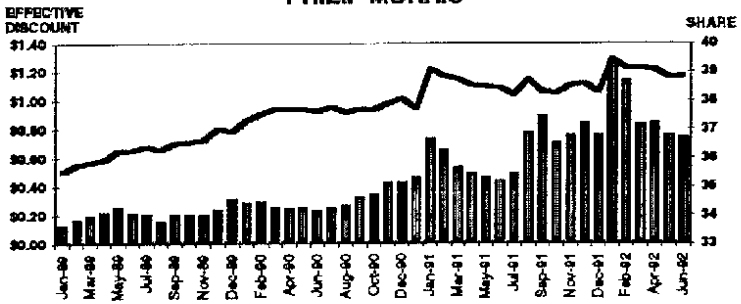
EFFECTIVE COUPON DISCOUNT RATE = % OF VOLUME SOLD ON COUPON X AVERAGE COUPON VALUE

206008752 1

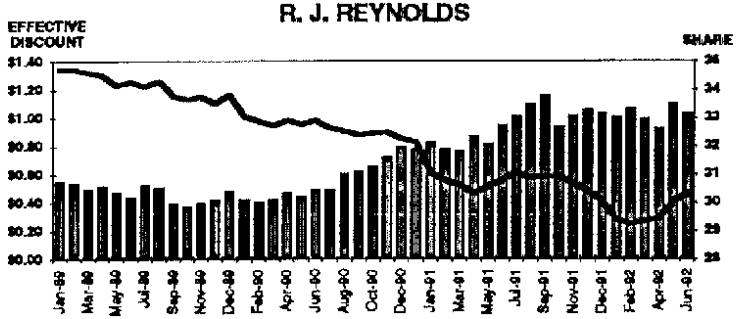
Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

Effective Coupon Discount - Supermarket
Total Manufacturers

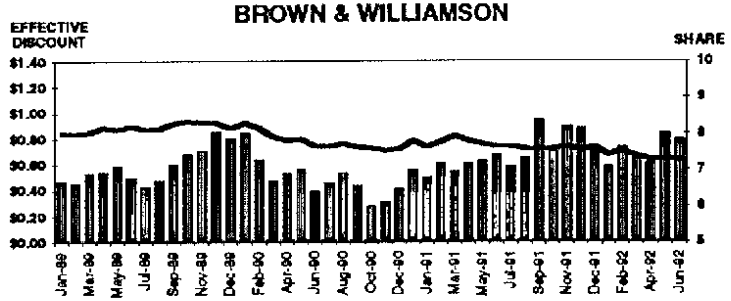
PHILIP MORRIS



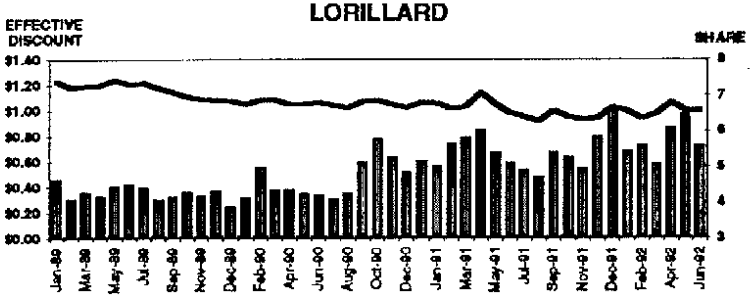
R. J. REYNOLDS



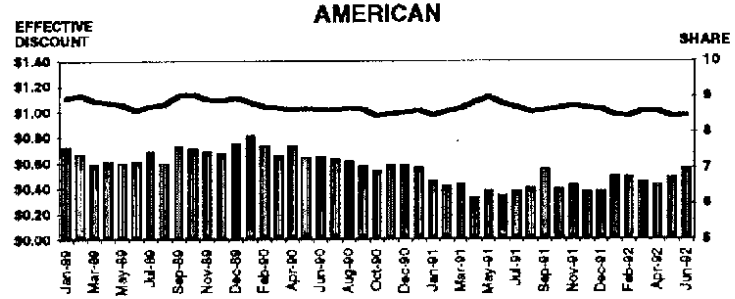
BROWN & WILLIAMSON



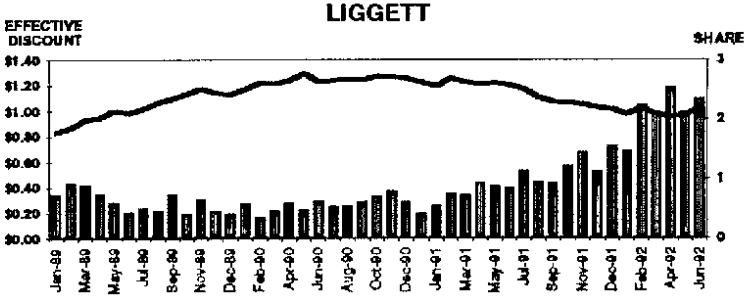
LORILLARD



AMERICAN



LIGGETT



Effective Coupon Discount — Share

EFFECTIVE COUPON DISCOUNT RATE = % OF VOLUME SOLD ON COUPON X AVERAGE COUPON VALUE

Sources: IRI Household Panel, IRI Rapid Fact

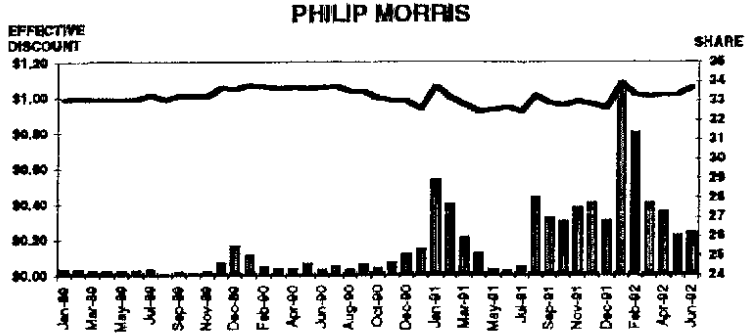
File: ECD - Total Manufacturers

2060087522

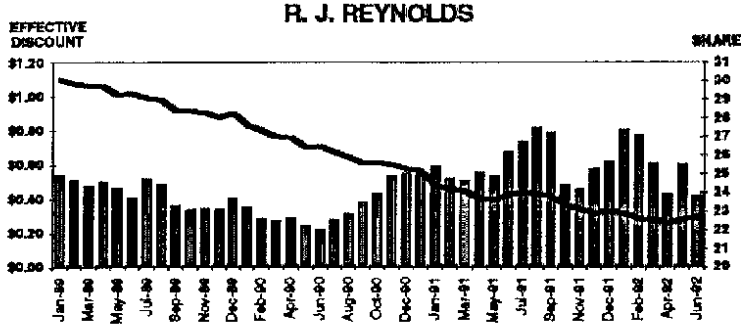
Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

Effective Coupon Discount
Full Margin

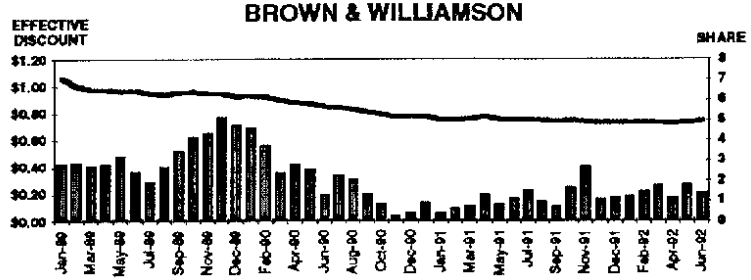
PHILIP MORRIS



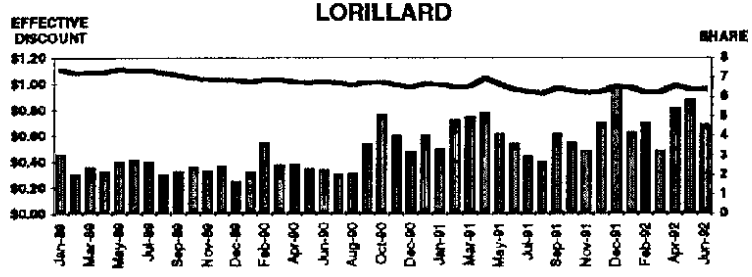
R. J. REYNOLDS



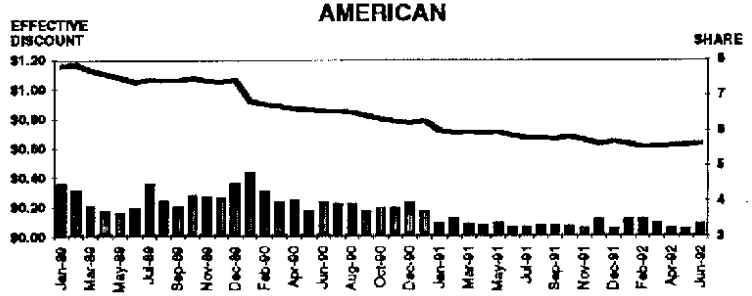
BROWN & WILLIAMSON



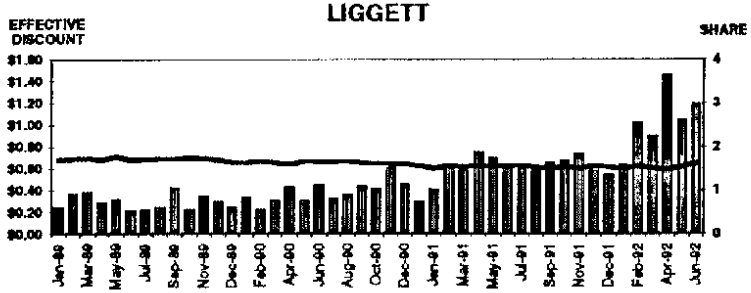
LORILLARD



AMERICAN



LIGGETT



Effective Coupon Discount — Share

EFFECTIVE COUPON DISCOUNT RATE = % OF VOLUME SOLD ON COUPON X AVERAGE COUPON VALUE

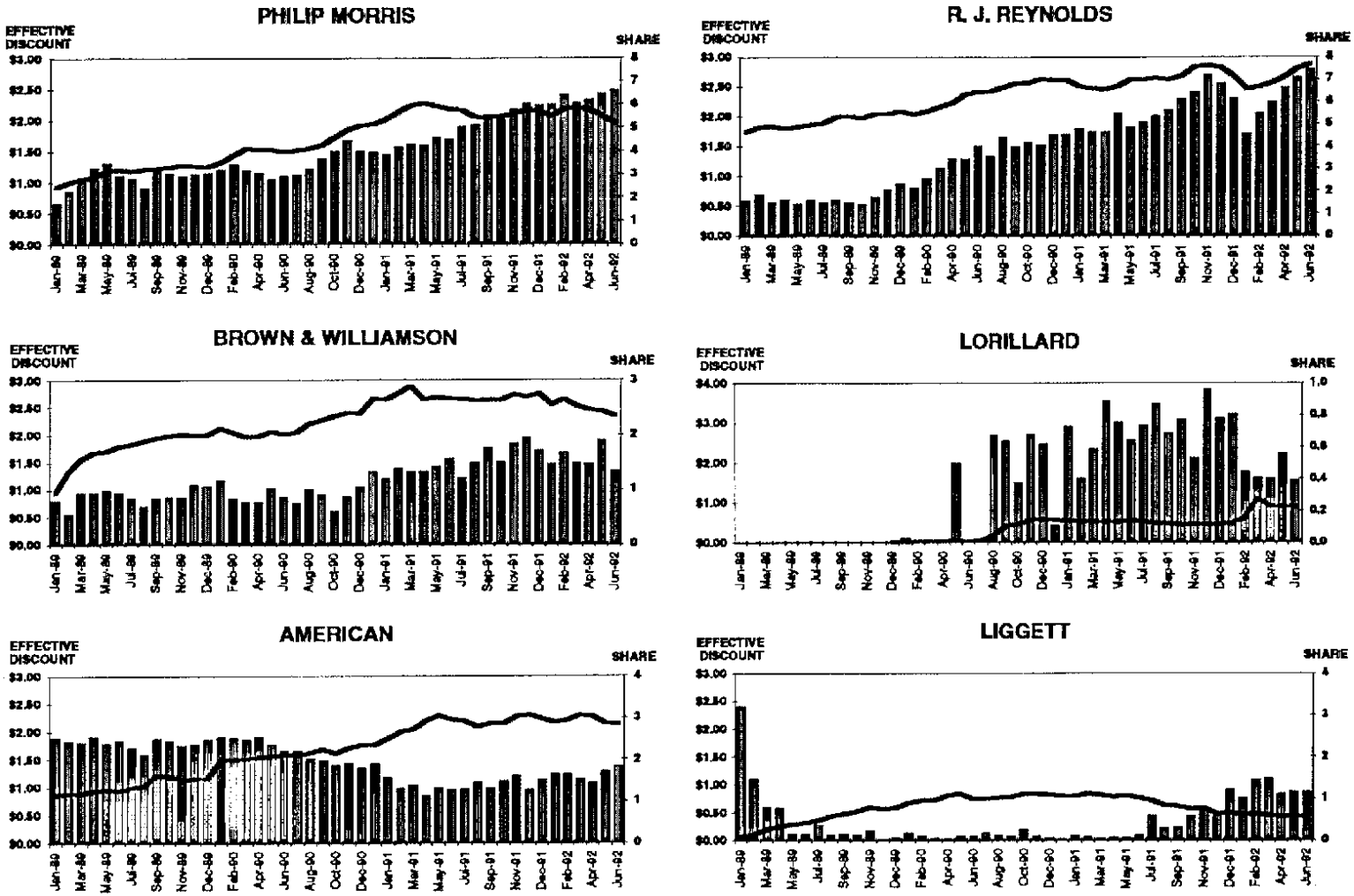
Sources: IRI Household Panel, IRI Rapid Fact

File: ECD - Manufacturer FM

2060087523

Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

Effective Coupon Discount
Price Value



EFFECTIVE COUPON DISCOUNT RATE = % OF VOLUME SOLD ON COUPON X AVERAGE COUPON VALUE

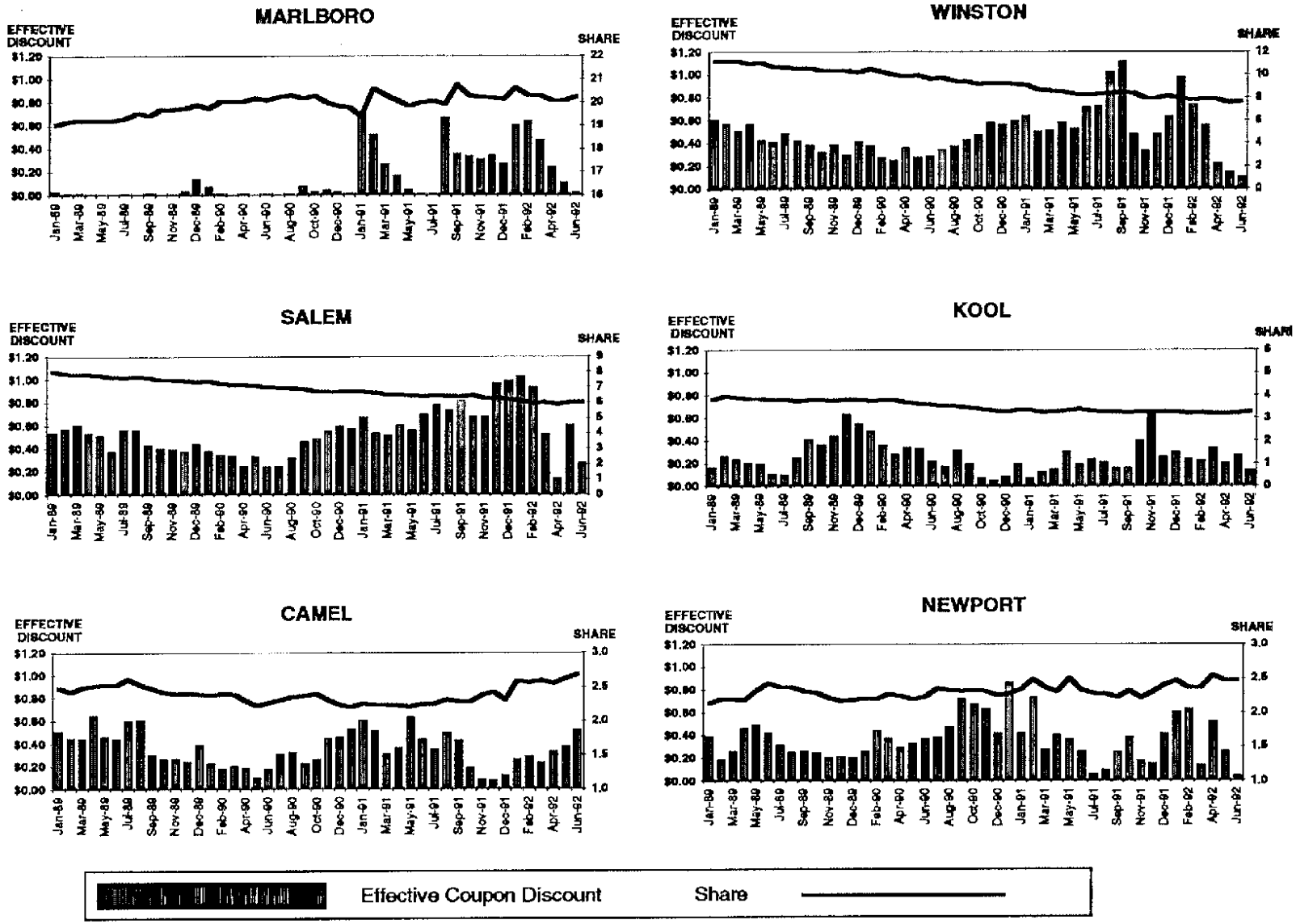
Sources: IRI Household Panel, IRI Rapid Fact

File: ECD - Manufacturer PV

2060087524

Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

Effective Coupon Discount - Supermarket
Leading Premium Brands



EFFECTIVE COUPON DISCOUNT RATE = % OF VOLUME SOLD ON COUPON X AVERAGE COUPON VALUE

Sources: IRI Household Panel, IRI Rapid Fact

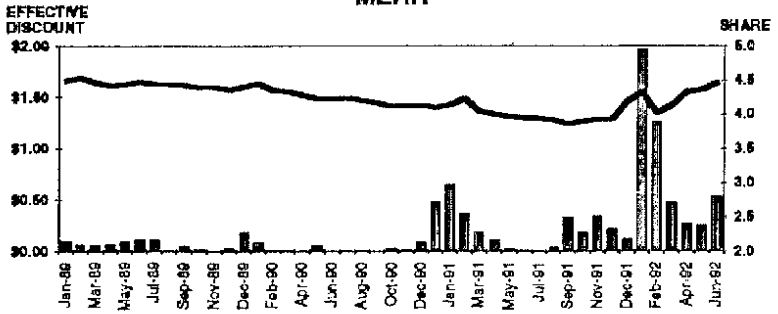
ECD - GROUP 1

2060087525

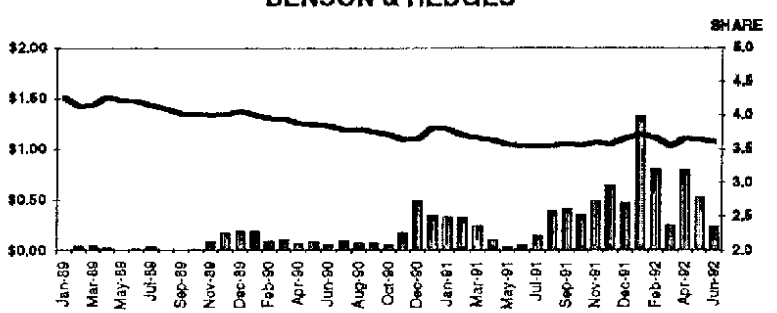
Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

Percent of Volume Sold on Coupon - Supermarket
Other Major Premium Brands

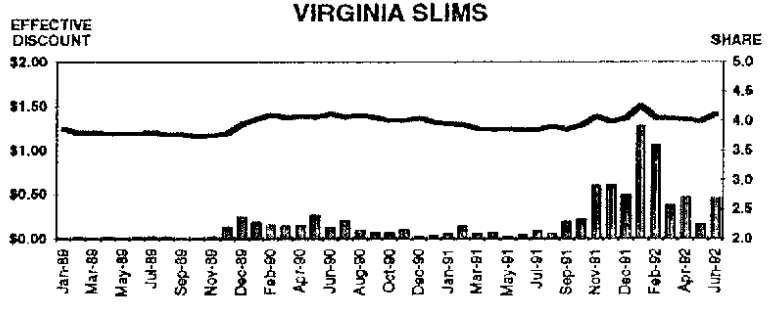
MERIT



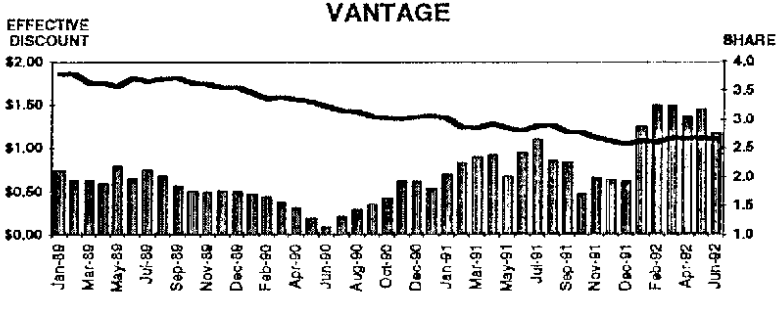
BENSON & HEDGES



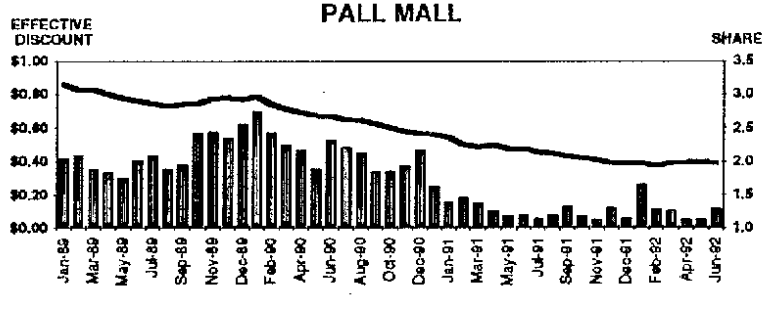
VIRGINIA SLIMS



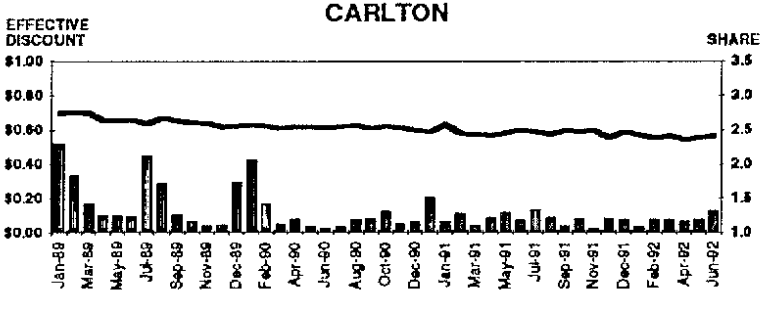
VANTAGE



PALL MALL



CARLTON



Effective Coupon Discount Share

EFFECTIVE COUPON DISCOUNT RATE = % OF VOLUME SOLD ON COUPON X AVERAGE COUPON VALUE

Sources: IRI Household Panel, IRI Rapid Fact

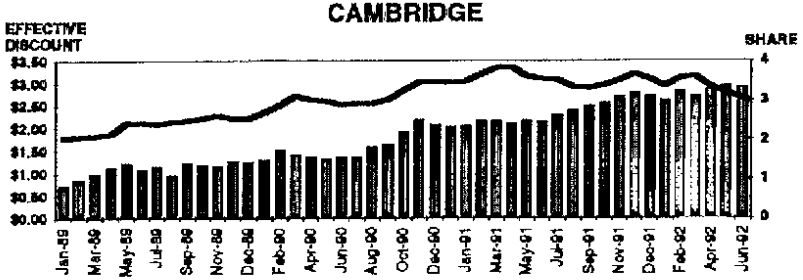
ECD - GROUP 2

2060087526

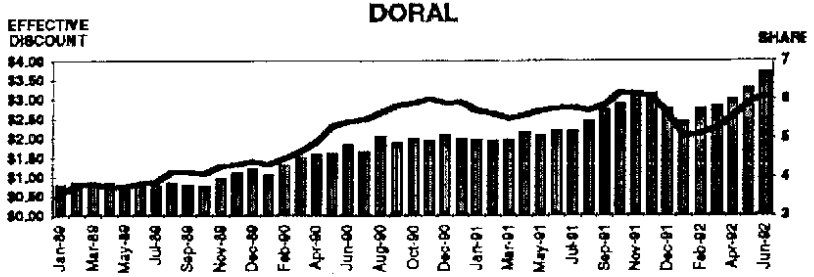
Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

Effective Coupon Discount - Supermarket
Branded Generics

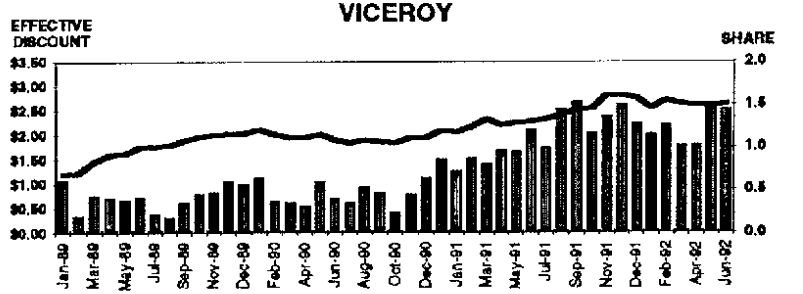
CAMBRIDGE



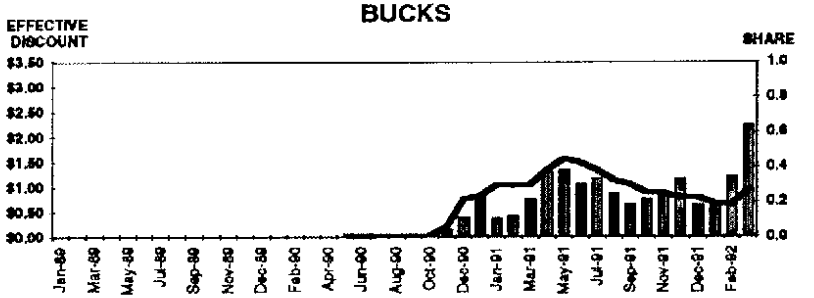
DORAL



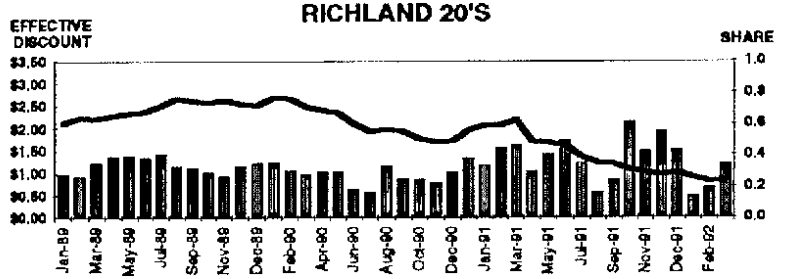
VICEROY



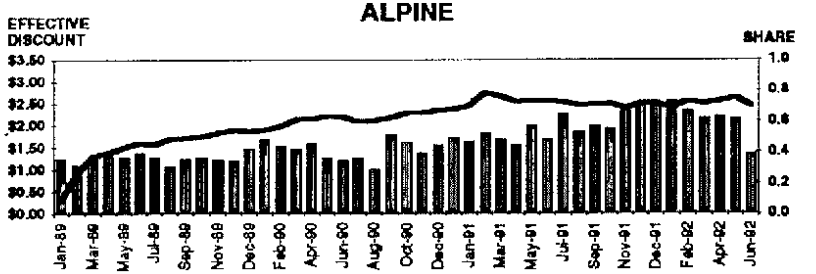
BUCKS



RICHLAND 20'S



ALPINE



Effective Coupon Discount — Share

EFFECTIVE COUPON DISCOUNT RATE = % OF VOLUME SOLD ON COUPON X AVERAGE COUPON VALUE

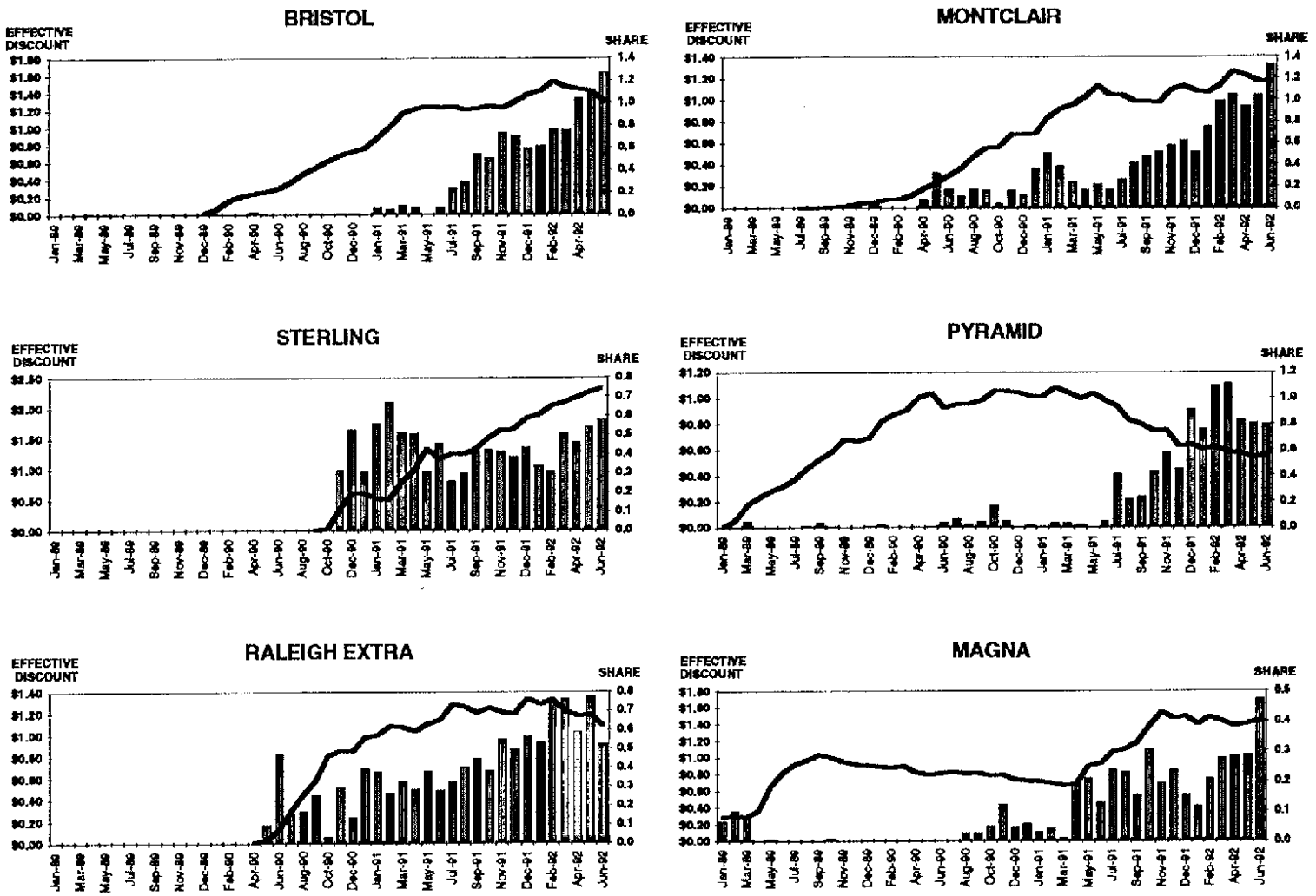
Sources: IRI Household Panel, IRI Rapid Fact

File: ECD - GROUP 3

206008752?

Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

Effective Coupon Discount - Supermarket
Sub Generics



EFFECTIVE COUPON DISCOUNT RATE = % OF VOLUME SOLD ON COUPON X AVERAGE COUPON VALUE

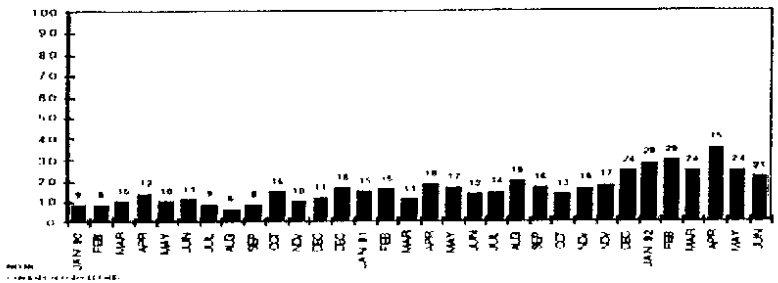
Sources: IRI Household Panel, IRI Rapid Fact

File: ECD - GROUP 4

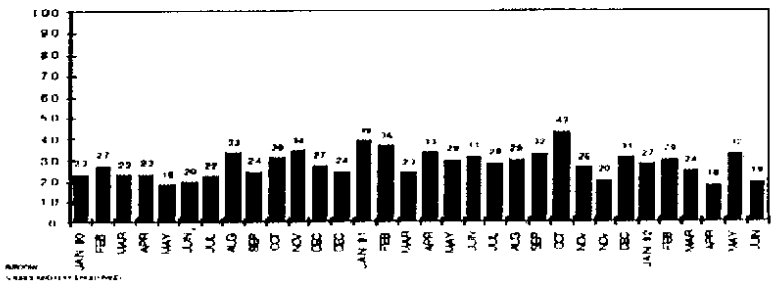
2060087528

Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

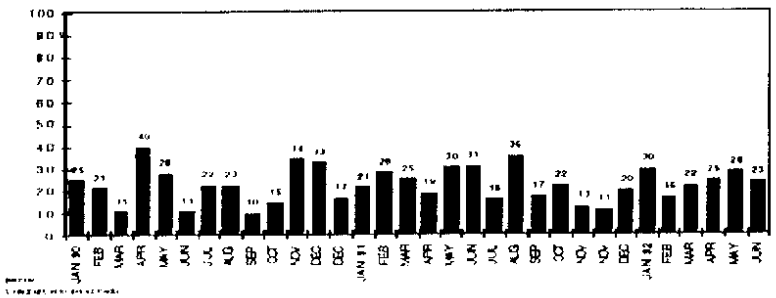
PHILIP MORRIS
DEAL ACTIVITY
CONVENIENCE



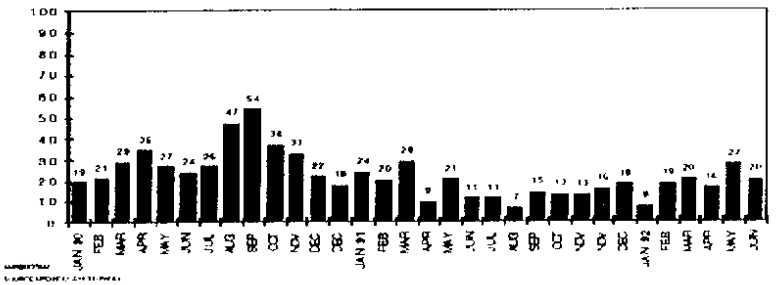
R.J. REYNOLDS
DEAL ACTIVITY
CONVENIENCE



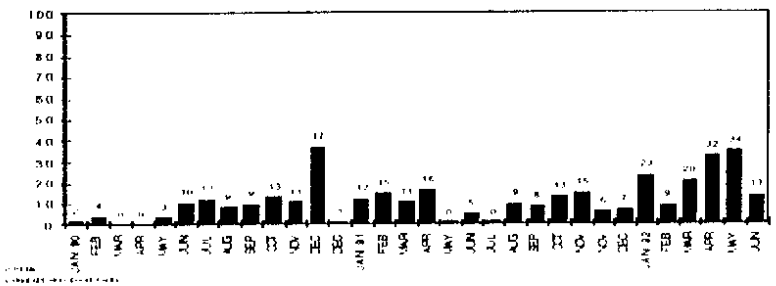
BROWN & WILLIAMSON
DEAL ACTIVITY
CONVENIENCE



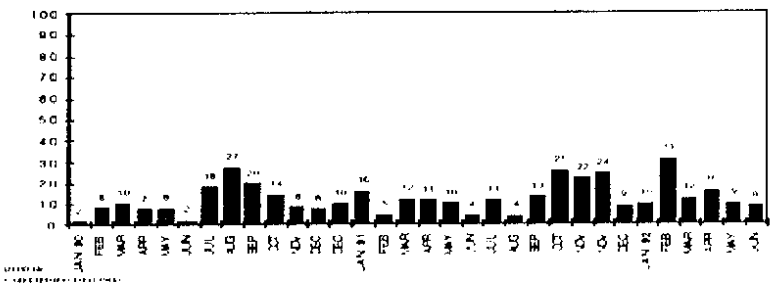
AMERICAN BRANDS
DEAL ACTIVITY
CONVENIENCE



LIGGETT
DEAL ACTIVITY
CONVENIENCE



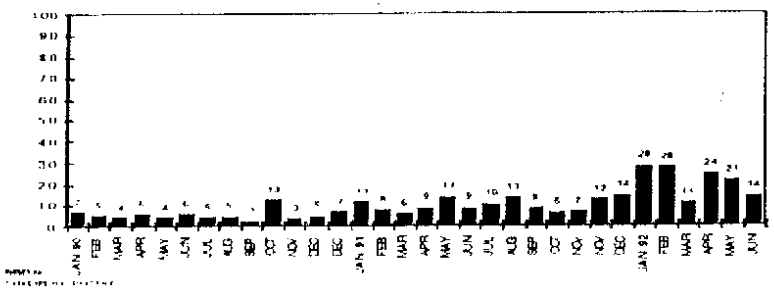
LORILLARD
DEAL ACTIVITY
CONVENIENCE



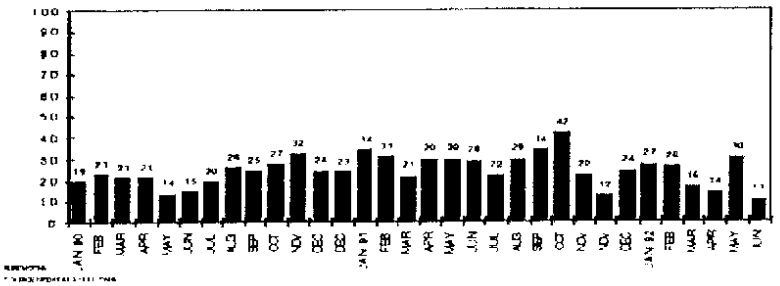
2060087529

Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

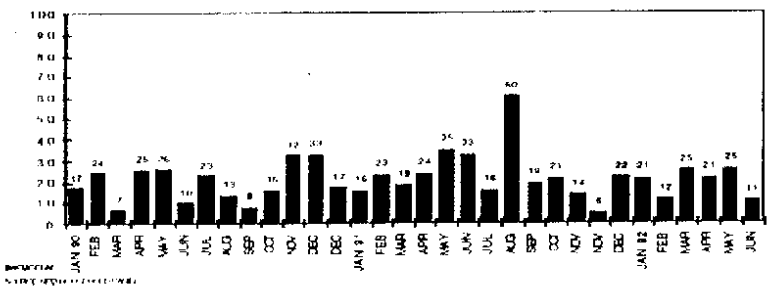
PHILIP MORRIS PREMIUM
DEAL ACTIVITY
CONVENIENCE



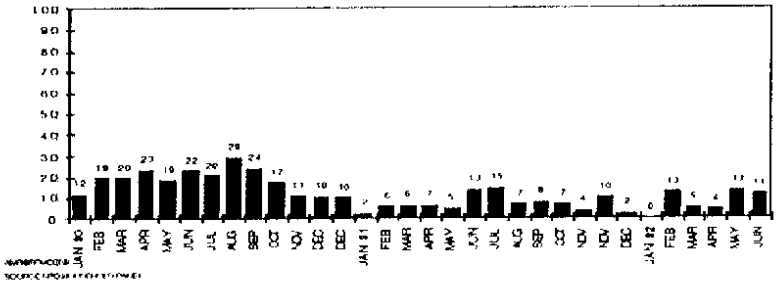
RJ REYNOLDS PREMIUM
DEAL ACTIVITY
CONVENIENCE



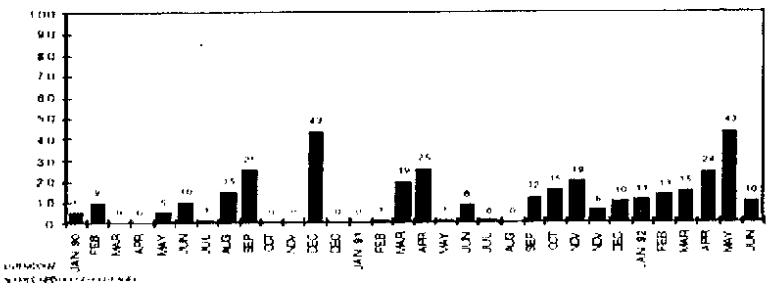
BROWN & WILLIAMSON PREMIUM
DEAL ACTIVITY
CONVENIENCE



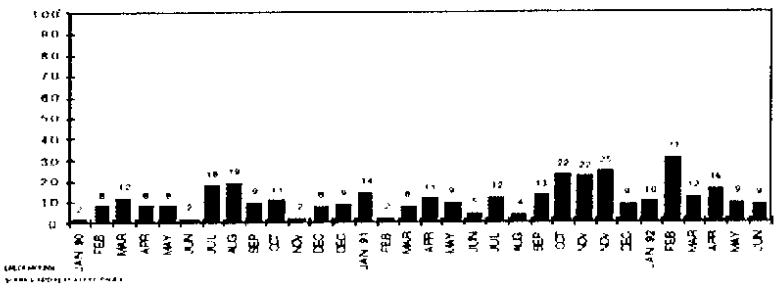
AMERICAN BRANDS PREMIUM
DEAL ACTIVITY
CONVENIENCE



LIGGETT PREMIUM
DEAL ACTIVITY
CONVENIENCE



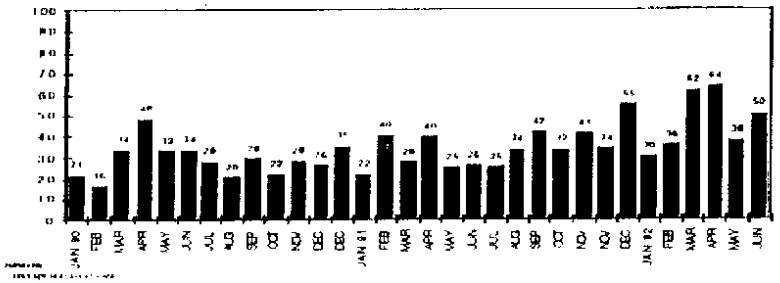
LORILLARD PREMIUM
DEAL ACTIVITY
CONVENIENCE



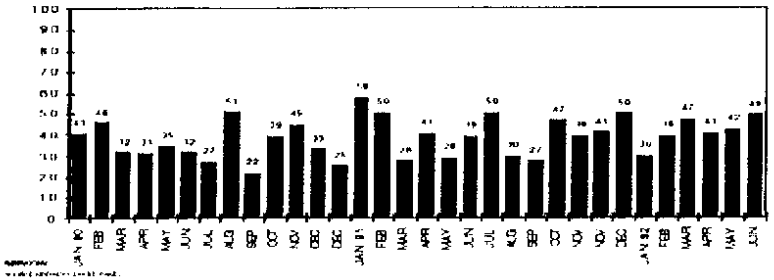
2060087530

Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

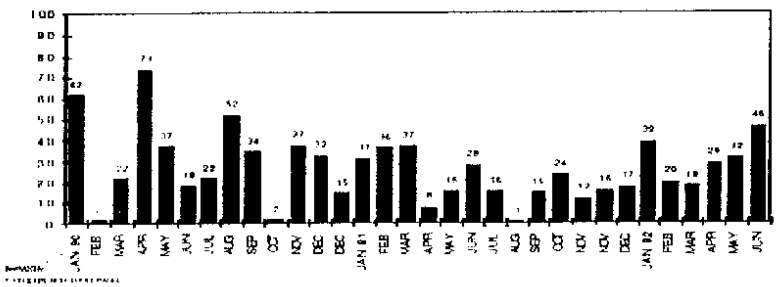
PHILIP MORRIS PRICE VALUE
DEAL ACTIVITY
CONVENIENCE



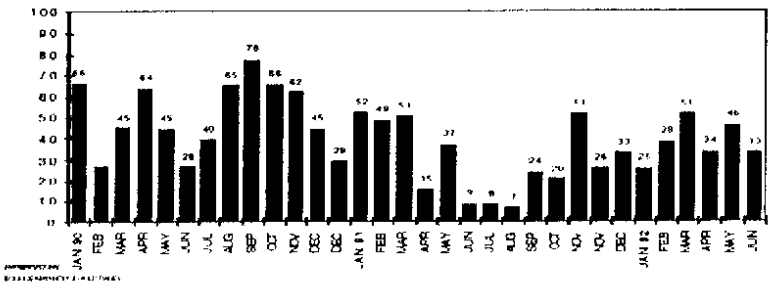
RJ REYNOLDS PRICE VALUE
DEAL ACTIVITY
CONVENIENCE



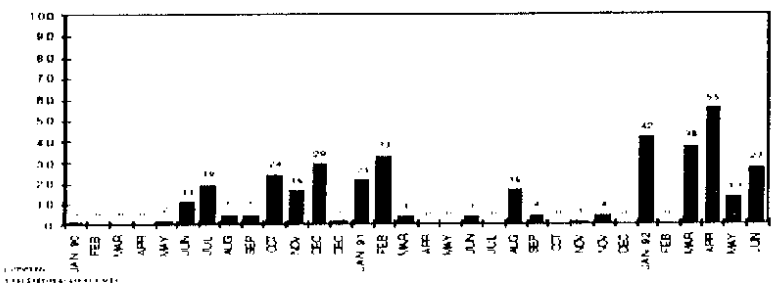
BROWN & WILLIAMSON PRICE VALUE
DEAL ACTIVITY
CONVENIENCE



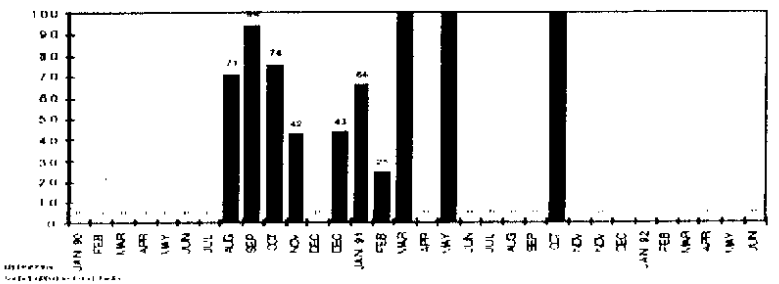
AMERICAN BRANDS PRICE VALUE
DEAL ACTIVITY
CONVENIENCE



LIGGETT PRICE VALUE
DEAL ACTIVITY
CONVENIENCE



LORILLARD PRICE VALUE
DEAL ACTIVITY
CONVENIENCE



2060087531

Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

INDUSTRY COUPON PERFORMANCE
IRI HOUSEHOLD PANEL
4 WEEK PERIOD ENDING 6/14/92

	EFFECTIVE COUPON DISCOUNT*							SHARE - SCANNING SUPERMARKETS						
	4 WEEKS ENDING				6/14/92 VERSUS			4 WEEKS ENDING				6/14/92 VERSUS		
	3/22	4/19	5/17	6/14	4 WKS AGO	12 WKS AGO	52 WKS AGO	3/22	4/19	5/17	6/14	4 WKS AGO	12 WKS AGO	52 WKS AGO
PHILIP MORRIS	$0.84	$0.85	$0.76	$0.76	$0.00	($0.09)	$0.31	39.12	39.09	38.82	38.84	0.02	-0.28	0.40
MARLBORO	$0.48	$0.25	$0.12	$0.04	($0.08)	($0.44)	$0.03	20.30	20.07	20.07	20.23	0.16	-0.07	0.18
B + H	$0.25	$0.80	$0.56	$0.27	($0.29)	$0.02	$0.20	3.54	3.65	3.64	3.60	-0.05	0.06	0.05
MERIT	$0.48	$0.27	$0.34	$0.57	$0.23	$0.10	$0.55	4.13	4.33	4.36	4.46	0.10	0.33	0.52
VIRGINIA SLIMS	$0.39	$0.47	$0.18	$0.51	$0.33	$0.12	$0.46	4.05	4.02	3.99	4.11	0.12	0.06	0.26
PARLIAMENT	$0.07	$0.00	$0.02	$0.30	$0.28	$0.23	$0.28	0.91	0.92	0.91	0.94	0.03	0.03	0.04
CAMBRIDGE	$2.63	$2.76	$2.80	$2.88	$0.08	$0.25	$0.73	3.62	3.35	3.18	3.05	-0.13	-0.57	-0.49
ALPINE	$2.18	$2.23	$1.88	$1.94	$0.06	($0.23)	$0.24	0.71	0.73	0.75	0.70	-0.05	-0.01	-0.03
BUCKS	$2.25	$2.04	$2.29	$2.25	($0.04)	$0.00	$1.18	0.27	0.45	0.36	0.30	-0.06	0.03	-0.12
BRISTOL	$0.97	$1.34	$1.65	$1.71	$0.06	$0.73	$1.62	1.14	1.12	1.10	1.01	-0.09	-0.13	0.05
R. J. REYNOLDS	$0.99	$0.93	$1.11	$1.03	($0.08)	$0.04	$0.08	29.34	29.41	30.00	30.34	0.34	0.99	-0.45
BROWN & WILLIAMSON	$0.67	$0.62	$0.84	$0.80	($0.04)	$0.13	$0.12	7.37	7.26	7.28	7.28	0.00	-0.09	-0.36
LORILLARD	$0.59	$0.87	$0.97	$0.73	($0.24)	$0.14	$0.14	6.49	6.81	6.58	6.57	-0.01	0.08	0.07
AMERICAN BRANDS	$0.45	$0.44	$0.50	$0.56	$0.06	$0.11	$0.21	8.60	8.59	8.44	8.47	0.03	-0.13	-0.33
LIGGETT GROUP	$0.99	$1.18	$0.99	$1.09	$0.10	$0.10	$0.69	2.08	2.03	2.07	2.17	0.10	0.09	-0.40
INDUSTRY	$0.78	$0.78	$0.83	$0.80	($0.02)	$0.03	$0.19							
TOT FULL MARGIN	$0.46	$0.41	$0.44	$0.36	($0.07)	($0.10)	$0.01	73.91	74.10	74.21	74.86	0.65	0.95	-0.37
TOT PRICE VALUE	$1.49	$1.57	$1.67	$1.79	$0.12	$0.30	$0.55	26.09	25.90	25.79	25.14	-0.65	-0.95	0.37

2060087532

* EFFECTIVE COUPON DISCOUNT = % OF VOLUME SOLD ON COUPON x AVERAGE COUPON VALUE

Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

INDUSTRY COUPON PERFORMANCE

IRI HOUSEHOLD PANEL

4 WEEK PERIOD ENDING 6/14/92

	PERCENT OF VOLUME SOLD ON COUPON							AVERAGE COUPON VALUE						
	4 WEEKS ENDING				6/14/92 VERSUS			4 WEEKS ENDING				6/14/92 VERSUS		
	3/22	4/19	5/17	6/14	4 WKS AGO	12 WKS AGO	52 WKS AGO	3/22	4/19	5/17	6/14	4 WKS AGO	12 WKS AGO	52 WKS AGO
PHILIP MORRIS	25.9	28.4	24.7	23.7	-0.9	-2.2	8.4	$3.25	$3.00	$3.07	$3.18	$0.11	($0.06)	$0.25
MARLBORO	12.2	6.3	3.1	1.0	-2.1	-11.2	0.5	$3.89	$3.86	$3.91	$3.71	($0.20)	($0.17)	$1.41
B + H	12.1	37.8	25.9	12.2	-13.7	0.1	8.7	$2.05	$2.11	$2.17	$2.18	$0.01	$0.13	$0.40
MERIT	16.1	9.9	13.1	21.8	8.7	5.6	20.7	$2.95	$2.78	$2.60	$2.63	$0.03	($0.32)	$0.68
VIRGINIA SLIMS	16.4	22.7	9.4	22.9	13.5	6.5	19.3	$2.39	$2.09	$1.98	$2.24	$0.27	($0.15)	$0.68
PARLIAMENT	2.4	0.0	1.1	15.6	14.5	13.2	14.2	$3.00	$0.00	$2.00	$1.95	($0.05)	($1.05)	($0.05)
CAMBRIDGE	73.7	78.9	79.4	75.4	-4.0	1.8	5.9	$3.57	$3.50	$3.53	$3.82	$0.29	$0.24	$0.72
ALPINE	70.8	73.0	62.1	59.5	-2.6	-11.3	2.4	$3.07	$3.05	$3.03	$3.26	$0.24	$0.19	$0.28
BUCKS	68.7	60.4	68.9	64.6	-4.3	-4.1	17.3	$3.28	$3.37	$3.33	$3.49	$0.16	$0.21	$1.22
BRISTOL	61.1	71.4	80.1	82.1	2.0	21.0	73.5	$1.59	$1.88	$2.06	$2.08	$0.02	$0.48	$1.03
R. J. REYNOLDS	33.5	29.6	35.3	31.7	-3.6	-1.9	-13.7	$2.96	$3.13	$3.16	$3.26	$0.10	$0.30	$1.16
BROWN & WILLIAMSON	23.1	20.2	27.1	24.6	-2.5	1.5	1.1	$2.89	$3.06	$3.11	$3.24	$0.13	$0.35	$0.38
LORILLARD	23.9	34.1	36.6	27.5	-9.1	3.5	0.3	$2.47	$2.56	$2.64	$2.65	$0.01	$0.18	$0.47
AMERICAN BRANDS	20.7	21.6	22.4	25.3	2.8	4.6	9.6	$2.20	$2.02	$2.24	$2.23	($0.01)	$0.03	($0.02)
LIGGETT GROUP	46.8	51.4	41.9	43.2	1.3	-3.6	22.8	$2.12	$2.31	$2.37	$2.53	$0.16	$0.41	$0.57
INDUSTRY	27.2	27.6	28.4	27.0	-1.4	-0.2	0.2	$2.85	$2.84	$2.92	$2.97	$0.06	$0.12	$0.68
TOT FULL MARGIN	16.5	15.9	16.8	14.4	-2.4	-2.1	-5.7	$2.81	$2.61	$2.60	$2.51	($0.09)	($0.30)	$0.75
TOT PRICE VALUE	51.7	52.5	53.2	55.2	2.0	3.5	12.3	$2.88	$2.99	$3.13	$3.25	$0.11	$0.36	$0.35

2060087533

Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

INDUSTRY COUPON PERFORMANCE
IRI HOUSEHOLD PANEL
4 WEEK PERIOD ENDING 6/14/92

	$1.00 COUPON				$2.00 COUPON				$3.00 COUPON				$4.00 COUPON				$5.00 COUPON			
	3/22	4/19	5/17	6/14	3/22	4/19	5/17	6/14	3/22	4/19	5/17	6/14	3/22	4/19	5/17	6/14	3/22	4/19	5/17	6/14
PHILIP MORRIS	8.5	9.2	9.5	7.7	14.2	25.4	18.4	17.2	28.6	26.6	31.8	32.3	38.2	29.3	30.6	26.7	10.5	9.5	9.8	16.1
MARLBORO	2.1	3.5	0.9	2.1	3.0	0.9	0.8	7.0	3.3	0.4	3.7	8.6	86.4	95.1	94.6	77.3	5.2	0.0	0.0	4.9
B + H	0.0	1.0	5.6	3.6	95.5	93.3	81.3	83.9	4.5	0.0	2.0	2.3	0.0	4.7	11.2	10.2	0.0	1.0	0.0	0.0
MERIT	0.0	6.8	13.7	3.0	10.2	7.7	10.3	31.6	86.6	85.5	75.9	64.7	1.0	0.0	0.0	0.0	2.3	0.0	0.1	0.7
VIRGINIA SLIMS	1.4	4.3	8.3	8.0	56.2	78.4	79.6	31.7	36.4	17.3	12.1	58.7	6.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0
PARLIAMENT	0.0	0.0	0.0	3.3	0.0	0.0	100.0	96.7	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
CAMBRIDGE	10.3	9.2	7.4	5.9	1.3	1.6	1.7	1.6	26.6	34.0	34.4	21.3	41.0	34.7	36.9	39.6	20.8	20.5	19.6	31.5
ALPINE	10.5	14.2	14.5	7.6	0.3	1.0	7.9	5.8	58.0	45.3	31.7	34.7	31.2	39.4	45.9	51.2	0.0	0.0	0.0	0.6
BUCKS	4.4	8.3	2.9	5.9	3.5	9.6	5.7	4.8	52.3	26.5	46.1	39.7	36.4	43.1	43.9	30.3	3.4	12.5	1.3	19.4
BRISTOL	38.5	36.8	31.5	32.0	47.7	33.1	21.1	19.4	13.8	28.6	47.4	48.6	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0
R. J. REYNOLDS	7.8	6.9	5.2	15.0	12.7	13.2	17.2	10.7	53.0	39.8	41.6	33.0	24.0	33.0	22.5	9.5	2.6	7.0	13.5	31.8
BROWN & WILLIAMSON	13.6	11.0	10.0	10.8	32.3	27.6	23.8	23.0	4.9	9.2	18.1	12.8	42.9	39.5	29.7	24.4	6.3	12.6	18.5	29.0
LORILLARD	1.8	3.0	1.2	2.7	43.7	17.3	15.3	19.0	37.8	69.1	72.8	70.8	16.7	10.6	10.8	7.5	0.0	0.0	0.0	0.0
AMERICAN BRANDS	8.4	22.2	7.8	18.1	63.6	49.6	58.5	39.2	22.9	26.0	31.6	38.9	1.5	1.2	1.3	2.6	3.6	1.1	0.8	1.2
LIGGETT GROUP	16.4	8.5	5.9	5.0	52.5	50.9	59.8	52.4	30.6	40.6	29.7	33.7	0.5	0.0	0.7	0.9	0.0	0.0	3.9	8.0
INDUSTRY	9.5	9.9	7.6	12.9	24.6	25.6	24.9	21.0	35.8	33.4	36.7	32.8	25.2	24.6	20.9	13.7	5.0	6.5	9.9	19.6
TOT FULL MARGIN	7.2	6.5	5.4	9.8	21.8	33.2	32.1	29.9	51.7	48.5	54.9	55.1	17.8	10.3	6.3	3.2	1.5	1.6	1.3	2.1
TOT PRICE VALUE	11.1	12.1	9.1	14.7	26.7	20.8	20.1	15.8	24.2	23.7	24.4	19.9	30.5	33.8	30.7	19.9	7.5	9.6	15.7	29.7

2060087534

Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

INDUSTRY COUPON PERFORMANCE
IRI HOUSEHOLD PANEL
4 WEEK PERIOD ENDING 6/14/92

	ON-CARTON COUPON				DIRECT MAIL COUPON				FSI COUPON				OTHER COUPON			
	3/22	4/19	5/17	6/14	3/22	4/19	5/17	6/14	3/22	4/19	5/17	6/14	3/22	4/19	5/17	6/14
PHILIP MORRIS	63.5	62.1	70.4	67.2	18.2	20.6	13.5	8.8	11.9	12.3	12.4	22.0	6.5	5.0	3.8	2.0
MARLBORO	8.6	13.2	11.8	12.8	68.0	69.2	71.6	53.7	2.5	3.5	0.3	8.6	20.9	14.2	16.3	24.9
B + H	1.8	20.9	9.6	31.4	30.3	58.5	40.0	29.8	60.4	11.4	37.1	30.7	7.4	9.1	13.2	8.0
MERIT	49.3	42.2	43.1	11.5	36.5	43.9	27.0	13.2	8.6	10.2	11.5	69.9	5.6	3.7	18.4	5.3
VIRGINIA SLIMS	30.3	15.9	26.5	17.5	5.4	11.0	20.3	17.2	47.5	55.9	53.0	62.4	16.8	17.2	0.2	2.9
PARLIAMENT	0.0	0.0	0.0	6.4	0.0	0.0	0.0	28.1	0.0	0.0	100.0	65.5	100.0	0.0	0.0	0.0
CAMBRIDGE	93.0	95.1	96.6	96.1	0.6	3.0	2.0	1.4	5.8	1.6	1.3	2.2	0.7	0.3	0.1	0.3
ALPINE	94.9	73.5	73.9	89.5	0.0	11.6	14.4	0.0	4.8	11.1	11.3	10.1	0.3	3.7	0.3	0.4
BUCKS	57.2	26.3	47.7	30.5	11.4	6.6	6.4	28.3	31.4	60.6	45.2	39.9	0.0	6.4	0.6	1.3
BRISTOL	98.4	98.5	100.0	98.9	0.0	1.5	0.0	0.0	0.0	0.0	0.0	1.1	1.6	0.0	0.0	0.0
R. J. REYNOLDS	75.6	80.2	72.9	76.4	4.7	7.5	7.4	5.1	11.8	8.9	14.8	8.0	7.9	3.3	4.9	10.5
BROWN & WILLIAMSON	98.3	97.5	98.7	98.4	1.4	0.7	0.0	1.1	0.0	0.3	0.0	0.1	0.3	1.5	1.3	0.4
LORILLARD	73.5	79.5	82.7	88.1	11.1	5.3	8.1	4.2	8.8	2.7	2.5	1.7	6.6	12.5	6.8	6.0
AMERICAN BRANDS	80.4	76.6	88.7	83.7	1.3	2.7	2.4	0.9	14.4	17.7	7.1	13.6	3.9	3.0	1.7	1.8
LIGGETT GROUP	64.5	69.9	54.1	58.7	6.5	14.3	11.4	9.1	26.1	13.8	31.8	30.7	3.0	2.0	2.7	1.5
INDUSTRY	73.4	74.5	76.0	76.9	8.7	11.3	8.1	5.3	11.9	9.9	11.9	12.4	6.1	4.3	4.0	5.4
TOT FULL MARGIN	49.4	49.9	49.0	47.8	19.5	25.0	18.0	12.5	18.7	15.7	24.0	26.1	12.4	9.5	9.0	13.6
TOT PRICE VALUE	90.8	90.3	94.3	93.9	0.8	2.5	1.5	1.2	6.8	6.3	3.7	4.4	1.5	0.9	0.5	0.6

2060087535

Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

INDUSTRY COUPON PERFORMANCE
IRI HOUSEHOLD PANEL
4 WEEK PERIOD ENDING 6/14/92

	EFFECTIVE COUPON DISCOUNT*							SHARE - SCANNING SUPERMARKETS						
	4 WEEKS ENDING				6/14/92 VERSUS			4 WEEKS ENDING				6/14/92 VERSUS		
	3/22	4/19	5/17	6/14	4 WKS AGO	12 WKS AGO	52 WKS AGO	3/22	4/19	5/17	6/14	4 WKS AGO	12 WKS AGO	52 WKS AGO
MARLBORO	$0.48	$0.25	$0.12	$0.04	($0.08)	($0.44)	$0.03	20.30	20.07	20.07	20.23	0.16	-0.07	0.18
WINSTON	$0.56	$0.23	$0.19	$0.11	($0.09)	($0.46)	($0.61)	7.59	7.57	7.51	7.67	0.16	0.08	-0.59
DORAL	$2.75	$2.97	$3.17	$3.29	$0.12	$0.54	$1.02	5.27	5.56	5.91	6.08	0.17	0.81	0.31
SALEM	$0.53	$0.15	$0.65	$0.31	($0.34)	($0.22)	($0.39)	5.98	5.87	6.00	5.97	-0.03	-0.01	-0.46
KOOL	$0.34	$0.20	$0.34	$0.24	($0.10)	($0.10)	$0.00	3.18	3.18	3.21	3.28	0.06	0.09	0.01
MERIT	$0.48	$0.27	$0.34	$0.57	$0.23	$0.10	$0.55	4.13	4.33	4.36	4.46	0.10	0.33	0.52
V. SLIMS	$0.39	$0.47	$0.18	$0.51	$0.33	$0.12	$0.46	4.05	4.02	3.99	4.11	0.12	0.06	0.26
CAMBRIDGE	$2.63	$2.76	$2.80	$2.88	$0.08	$0.25	$0.73	3.62	3.35	3.18	3.05	-0.13	-0.57	-0.49
B + H	$0.25	$0.80	$0.56	$0.27	($0.29)	$0.02	$0.20	3.54	3.65	3.64	3.60	-0.05	0.06	0.05
CAMEL FILTER	$0.24	$0.33	$0.50	$0.57	$0.07	$0.33	$0.13	3.60	3.55	3.65	3.70	0.05	0.10	0.38
CAMEL NF	$0.10	$0.10	$0.19	$0.15	($0.04)	$0.05	($0.16)	2.59	2.55	2.62	2.68	0.06	0.09	0.43
NEWPORT	$0.14	$0.52	$0.42	$0.06	($0.36)	($0.08)	($0.20)	2.36	2.54	2.46	2.47	0.01	0.11	0.19
VANTAGE	$1.50	$1.37	$1.53	$1.19	($0.34)	($0.31)	$0.23	2.68	2.66	2.68	2.64	-0.03	-0.03	-0.24
KENT	$0.59	$1.19	$1.22	$0.78	($0.43)	$0.19	$0.18	2.32	2.49	2.39	2.34	-0.04	0.02	-0.18
CARLTON	$0.08	$0.07	$0.09	$0.14	$0.05	$0.06	$0.07	2.40	2.35	2.38	2.40	0.02	0.00	-0.07
VICEROY	$1.80	$1.81	$2.37	$2.53	$0.16	$0.74	$0.42	1.50	1.49	1.48	1.50	0.02	0.00	0.21
NOW	$0.67	$1.17	$1.18	$0.62	($0.56)	($0.05)	($0.16)	1.55	1.54	1.54	1.51	-0.03	-0.04	-0.21
MONTCLAIR	$1.06	$0.94	$1.22	$1.23	$0.01	$0.17	$1.06	1.26	1.22	1.17	1.16	-0.01	-0.10	0.11
TRUE	$0.71	$0.50	$0.73	$1.10	$0.37	$0.39	$0.17	1.19	1.21	1.18	1.22	0.05	0.03	0.02
MORE	$0.25	$0.28	$0.60	$0.64	$0.04	$0.39	$0.30	1.14	1.14	1.16	1.17	0.00	0.03	-0.02
PYRAMID	$1.12	$0.83	$0.88	$0.87	($0.01)	($0.24)	$0.82	0.58	0.57	0.54	0.56	0.01	-0.02	-0.43

2060087536

* EFFECTIVE COUPON DISCOUNT = % OF VOLUME SOLD ON COUPON x AVERAGE COUPON VALUE

Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

INDUSTRY COUPON PERFORMANCE
IRI HOUSEHOLD PANEL
4 WEEK PERIOD ENDING 6/14/92

	PERCENT OF VOLUME SOLD ON COUPON							AVERAGE COUPON VALUE						
	4 WEEKS ENDING				6/14/92 VERSUS			4 WEEKS ENDING				6/14/92 VERSUS		
	3/22	4/19	5/17	6/14	4 WKS AGO	12 WKS AGO	52 WKS AGO	3/22	4/19	5/17	6/14	4 WKS AGO	12 WKS AGO	52 WKS AGO
MARLBORO	12.2	6.3	3.1	1.0	-2.1	-11.2	0.5	$3.89	$3.86	$3.91	$3.71	($0.20)	($0.17)	$1.41
WINSTON	19.9	7.1	6.7	4.1	-2.7	-15.9	-37.9	$2.82	$3.20	$2.88	$2.63	($0.24)	($0.19)	$0.92
DORAL	78.1	81.1	80.9	83.0	2.2	5.0	14.0	$3.52	$3.67	$3.92	$3.96	$0.04	$0.44	$0.67
SALEM	19.8	6.0	22.0	11.2	-10.7	-8.5	-35.1	$2.67	$2.43	$2.94	$2.76	($0.18)	$0.10	$1.25
KOOL	9.1	5.8	11.0	7.9	-3.1	-1.2	1.1	$3.73	$3.47	$3.09	$3.02	($0.07)	($0.71)	($0.53)
MERIT	16.1	9.9	13.1	21.8	8.7	5.6	20.7	$2.95	$2.78	$2.60	$2.63	$0.03	($0.32)	$0.68
V. SLIMS	16.4	22.7	9.4	22.9	13.5	6.5	19.3	$2.39	$2.09	$1.98	$2.24	$0.27	($0.15)	$0.68
CAMBRIDGE	73.7	78.9	79.4	75.4	-4.0	1.8	5.9	$3.57	$3.50	$3.53	$3.82	$0.29	$0.24	$0.72
B + H	12.1	37.8	25.9	12.2	-13.7	0.1	8.7	$2.05	$2.11	$2.17	$2.18	$0.01	$0.13	$0.40
CAMEL FILTER	9.1	15.1	25.4	23.4	-2.0	14.3	-8.1	$2.59	$2.21	$1.96	$2.42	$0.46	($0.17)	$1.02
CAMEL NF	4.5	6.0	9.2	7.3	-1.9	2.8	-18.9	$2.18	$1.72	$2.05	$2.05	$0.00	($0.13)	$0.88
NEWPORT	4.1	16.6	14.1	2.4	-11.7	-1.7	-5.3	$3.39	$3.15	$2.98	$2.64	($0.34)	($0.75)	($0.75)
VANTAGE	51.4	47.7	55.6	43.9	-11.7	-7.5	-3.9	$2.92	$2.87	$2.75	$2.71	($0.04)	($0.20)	$0.71
KENT	22.5	46.1	46.9	29.4	-17.5	6.9	-0.7	$2.62	$2.58	$2.59	$2.66	$0.07	$0.05	$0.66
CARLTON	3.8	2.9	4.8	6.8	2.1	3.0	2.7	$2.00	$2.36	$1.88	$2.06	$0.18	$0.06	$0.26
VICEROY	49.6	48.1	59.6	62.1	2.5	12.5	-2.0	$3.62	$3.76	$3.98	$4.08	$0.10	$0.46	$0.78
NOW	28.2	43.4	43.4	26.5	-16.9	-1.7	-16.0	$2.37	$2.70	$2.72	$2.34	($0.38)	($0.03)	$0.50
MONTCLAIR	59.0	59.1	65.4	65.3	-0.1	6.4	48.2	$1.79	$1.60	$1.87	$1.88	$0.01	$0.09	$0.88
TRUE	31.2	19.5	29.7	40.4	10.7	9.3	-5.1	$2.28	$2.56	$2.46	$2.72	$0.26	$0.44	$0.69
MORE	15.3	16.2	29.7	35.6	5.9	20.3	10.2	$1.65	$1.75	$2.03	$1.80	($0.23)	$0.15	$0.46
PYRAMID	59.1	42.8	41.8	40.2	-1.6	-18.9	35.6	$1.89	$1.94	$2.10	$2.17	$0.07	$0.29	$1.01

2060087537

Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

INDUSTRY COUPON PERFORMANCE
IRI HOUSEHOLD PANEL
4 WEEK PERIOD ENDING 6/14/92

	$1.00 COUPON				$2.00 COUPON				$3.00 COUPON				$4.00 COUPON				$5.00 COUPON			
	3/22	4/19	5/17	6/14	3/22	4/19	5/17	6/14	3/22	4/19	5/17	6/14	3/22	4/19	5/17	6/14	3/22	4/19	5/17	6/14
MARLBORO	2.1	3.5	0.9	2.1	3.0	0.9	0.8	7.0	3.3	0.4	3.7	8.6	86.4	95.1	94.6	77.3	5.2	0.0	0.0	4.9
WINSTON	7.7	18.2	10.6	20.9	9.7	5.1	31.2	10.2	74.3	42.9	33.6	54.1	7.5	4.1	7.5	7.7	0.9	29.8	17.1	7.2
DORAL	4.7	3.7	4.3	15.3	0.2	0.2	0.2	1.4	33.9	22.0	12.9	6.9	56.2	63.5	52.4	15.8	5.1	10.5	30.3	60.6
SALEM	17.9	23.8	2.6	10.3	4.4	9.9	0.5	0.7	71.7	62.5	96.3	89.0	3.0	3.7	0.6	0.0	3.0	0.0	0.1	0.0
KOOL	3.2	4.7	3.8	6.3	5.1	0.8	0.0	1.0	6.1	34.5	78.4	74.3	85.6	60.0	17.8	18.0	0.0	0.0	0.0	0.4
MERIT	0.0	6.8	13.7	3.0	10.2	7.7	10.3	31.6	86.6	85.5	75.9	64.7	1.0	0.0	0.0	0.0	2.3	0.0	0.1	0.7
V. SLIMS	1.4	4.3	8.3	8.0	56.2	78.4	79.6	31.7	36.4	17.3	12.1	58.7	6.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0
CAMBRIDGE	10.3	9.2	7.4	5.9	1.3	1.6	1.7	1.6	26.6	34.0	34.4	21.3	41.0	34.7	36.9	39.6	20.8	20.5	19.6	31.5
B + H	0.0	1.0	5.6	3.6	95.5	93.3	81.3	83.9	4.5	0.0	2.0	2.3	0.0	4.7	11.2	10.2	0.0	1.0	0.0	0.0
CAMEL FILTER	6.0	5.3	11.5	10.9	53.5	68.8	81.5	42.7	13.3	24.5	6.7	38.2	24.0	1.4	0.1	3.3	3.2	0.0	0.3	4.9
CAMEL NF	41.2	22.4	0.0	2.3	0.0	77.6	94.7	90.4	58.8	0.0	5.3	7.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
NEWPORT	2.9	3.0	7.0	14.9	25.3	1.6	1.1	15.4	0.0	71.1	75.1	48.5	71.8	24.3	16.8	21.1	0.0	0.0	0.0	0.0
VANTAGE	2.6	2.9	1.0	4.9	2.4	7.5	22.5	16.8	95.0	88.8	76.5	78.3	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
KENT	0.0	0.0	0.0	0.0	11.3	0.8	3.0	2.6	83.4	98.5	93.8	97.4	5.3	0.7	3.1	0.0	0.0	0.0	0.0	0.0
CARLTON	0.0	4.5	1.0	15.4	100.0	71.1	97.5	65.5	0.0	0.0	1.5	10.6	0.0	24.5	0.0	0.0	0.0	0.0	0.0	8.4
VICEROY	10.2	10.6	11.5	9.2	0.2	0.0	0.3	2.0	10.0	6.2	0.1	0.4	62.5	57.6	42.4	33.6	17.1	25.6	45.7	54.9
NOW	17.3	11.4	9.3	25.6	22.0	2.7	5.9	12.8	60.1	85.7	84.8	61.6	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0
MONTCLAIR	12.3	29.9	10.8	24.0	86.1	69.4	83.9	51.2	0.4	0.7	5.3	24.8	0.5	0.0	0.0	0.0	0.6	0.0	0.0	0.0
TRUE	2.0	3.4	1.5	2.7	78.7	62.9	54.0	26.1	6.8	7.8	41.4	66.3	12.5	25.9	3.1	4.8	0.0	0.0	0.0	0.0
MORE	39.3	32.1	18.2	41.9	51.9	57.9	59.0	33.9	8.7	9.9	21.8	24.2	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
PYRAMID	18.9	10.7	5.8	3.0	70.9	84.6	80.0	78.6	10.2	4.8	12.2	16.0	0.0	0.0	2.0	2.4	0.0	0.0	0.0	0.0

2060087538

Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

INDUSTRY COUPON PERFORMANCE
IRI HOUSEHOLD PANEL
4 WEEK PERIOD ENDING 6/14/92

	ON-CARTON COUPON				DIRECT MAIL COUPON				FSI COUPON				OTHER COUPON			
	3/22	4/19	5/17	6/14	3/22	4/19	5/17	6/14	3/22	4/19	5/17	6/14	3/22	4/19	5/17	6/14
MARLBORO	8.6	13.2	11.8	12.8	68.0	69.2	71.6	53.7	2.5	3.5	0.3	8.6	20.9	14.2	16.3	24.9
WINSTON	66.2	63.8	56.1	29.2	10.1	31.5	24.5	18.4	2.0	1.4	0.1	0.0	21.7	3.3	19.3	52.3
DORAL	99.3	99.6	99.4	99.1	0.0	0.0	0.0	0.4	0.3	0.2	0.2	0.1	0.3	0.2	0.4	0.4
SALEM	75.0	68.5	6.3	9.0	12.3	26.8	1.7	0.7	8.9	1.5	89.5	86.1	3.8	3.2	2.4	4.2
KOOL	93.8	99.2	98.2	98.3	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.8	1.8	1.6
MERIT	49.3	42.2	43.1	11.5	36.5	43.9	27.0	13.2	8.6	10.2	11.5	69.9	5.6	3.7	18.4	5.3
V. SLIMS	30.3	15.9	26.5	17.5	5.4	11.0	20.3	17.2	47.5	55.9	53.0	62.4	16.8	17.2	0.2	2.9
CAMBRIDGE	93.0	95.1	96.6	96.1	0.6	3.0	2.0	1.4	5.8	1.6	1.3	2.2	0.7	0.3	0.1	0.3
B + H	1.8	20.9	9.6	31.4	30.3	58.5	40.0	29.8	60.4	11.4	37.1	30.7	7.4	9.1	13.2	8.0
CAMEL FILTER	44.2	74.7	96.0	84.0	15.7	13.7	2.9	7.9	0.0	0.1	0.0	1.0	40.1	11.5	1.1	7.2
CAMEL NF	0.0	75.4	98.2	89.7	0.0	2.2	1.8	8.0	24.6	0.0	0.0	0.7	75.4	22.4	0.0	1.6
NEWPORT	25.0	7.8	29.1	60.8	0.0	6.1	0.0	0.0	0.0	1.2	0.0	0.0	75.0	84.9	70.9	39.2
VANTAGE	35.8	45.1	61.2	61.2	0.3	5.2	18.4	14.7	62.0	48.5	17.1	13.0	1.9	1.2	3.3	11.0
KENT	86.1	98.2	91.4	90.5	6.6	1.0	5.4	2.4	2.0	0.0	2.1	2.2	5.3	0.8	1.1	4.9
CARLTON	100.0	60.3	58.7	76.6	0.0	0.0	0.0	0.0	0.0	0.0	20.4	12.1	0.0	39.7	21.0	11.3
VICEROY	99.0	98.4	100.0	99.5	0.7	0.8	0.0	0.5	0.0	0.6	0.0	0.0	0.4	0.1	0.0	0.1
NOW	55.6	56.2	63.1	50.1	24.8	28.7	23.4	14.9	0.0	3.9	2.8	2.8	19.6	11.2	10.7	32.1
MONTCLAIR	75.5	79.7	94.3	83.1	0.6	0.7	0.1	0.0	18.5	16.8	4.9	15.2	5.3	2.8	0.7	1.7
TRUE	69.2	40.6	64.8	86.9	20.6	15.6	26.3	8.1	3.0	3.4	3.0	0.2	7.3	40.4	5.9	4.8
MORE	3.4	8.6	7.0	1.2	17.4	48.2	39.2	18.8	8.5	0.0	3.1	0.9	70.7	43.2	50.6	79.1
PYRAMID	71.4	83.5	70.4	82.2	0.5	3.2	0.0	1.4	23.5	12.5	25.0	14.7	4.5	0.8	4.7	1.7

2060087539

Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

INDUSTRY COUPON PERFORMANCE

IRI HOUSEHOLD PANEL

4 WEEK PERIOD ENDING 6/14/92

	EFFECTIVE COUPON DISCOUNT*							SHARE - SCANNING SUPERMARKETS						
	4 WEEKS ENDING				6/14/92 VERSUS			4 WEEKS ENDING				6/14/92 VERSUS		
	3/22	4/19	5/17	6/14	4 WKS AGO	12 WKS AGO	52 WKS AGO	3/22	4/19	5/17	6/14	4 WKS AGO	12 WKS AGO	52 WKS AGO
BLACK + WHITE GNR/PL	$0.16	$0.20	$0.16	$0.24	$0.08	$0.08	$0.12	6.99	6.80	6.81	6.33	-0.48	-0.66	1.06
CAMBRIDGE	$2.63	$2.76	$2.80	$2.88	$0.08	$0.25	$0.73	3.62	3.35	3.18	3.05	-0.13	-0.57	-0.49
ALPINE	$2.18	$2.23	$1.88	$1.94	$0.06	($0.23)	$0.24	0.71	0.73	0.75	0.70	-0.05	-0.01	-0.03
BUCKS	$2.25	$2.04	$2.29	$2.25	($0.04)	$0.00	$1.18	0.27	0.45	0.36	0.30	-0.06	0.03	-0.12
DORAL	$2.75	$2.97	$3.17	$3.29	$0.12	$0.54	$1.02	5.27	5.56	5.91	6.08	0.17	0.81	0.31
VICEROY	$1.80	$1.81	$2.37	$2.53	$0.16	$0.74	$0.42	1.50	1.49	1.48	1.50	0.02	0.00	0.21
RICHLAND 20	$1.19	$1.03	$1.61	$1.30	($0.30)	$0.11	($0.44)	0.24	0.21	0.20	0.18	-0.03	-0.06	-0.29
BELAIR PV	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	($1.23)	0.06	0.04	0.04	0.03	-0.01	-0.03	-0.18
AMERICAN LTS/FF	$2.34	$2.06	$2.46	$2.07	($0.39)	($0.27)	$0.60	0.25	0.23	0.20	0.19	-0.01	-0.06	-0.19
BRANDED GENERICS	$2.50	$2.63	$2.79	$2.89	$0.11	$0.40	$0.81	11.93	12.07	12.12	12.05	-0.07	0.12	-0.77
BRISTOL	$0.97	$1.34	$1.65	$1.71	$0.06	$0.73	$1.62	1.14	1.12	1.10	1.01	-0.09	-0.13	0.05
PYRAMID	$1.12	$0.83	$0.88	$0.87	($0.01)	($0.24)	$0.82	0.58	0.57	0.54	0.56	0.01	-0.02	-0.43
MONTCLAIR	$1.06	$0.94	$1.22	$1.23	$0.01	$0.17	$1.06	1.26	1.22	1.17	1.16	-0.01	-0.10	0.11
RALEIGH EXTRA	$1.34	$1.04	$1.37	$0.87	($0.50)	($0.47)	$0.38	0.70	0.67	0.68	0.62	-0.05	-0.08	-0.03
MISTY	$0.26	$0.27	$0.16	$0.27	$0.11	$0.01	$0.21	0.85	0.92	0.85	0.87	0.02	0.02	0.34
MISTY FF	$0.54	$0.34	$0.19	$0.24	$0.04	($0.30)	$0.24	0.10	0.13	0.13	0.15	0.02	0.05	0.15
BULL DURHAM	$0.58	$0.56	$0.45	$0.56	$0.11	($0.02)	$0.52	0.12	0.13	0.11	0.10	-0.01	-0.02	0.00
MAGNA	$1.00	$1.02	$1.30	$1.80	$0.50	$0.80	$1.34	0.40	0.38	0.37	0.40	0.02	0.00	0.14
STERLING	$1.59	$1.46	$1.92	$1.93	$0.01	$0.34	$0.49	0.67	0.69	0.72	0.74	0.02	0.07	0.37
STYLE	$1.05	$0.93	$0.93	$0.73	($0.20)	($0.31)	$0.73	0.17	0.14	0.13	0.14	0.00	-0.04	0.13
SUB GENERICS	$1.05	$0.94	$1.20	$1.13	($0.06)	$0.08	$0.88	5.89	5.85	5.67	5.60	-0.08	-0.29	0.70
HERITAGE	$2.67	$3.50	$3.71	$3.09	($0.62)	$0.42	$0.52	0.10	0.08	0.08	0.07	-0.01	-0.03	-0.06
MALIBU	$2.94	$2.64	$2.52	$2.89	$0.37	($0.06)	$0.72	0.38	0.36	0.35	0.35	0.00	-0.04	-0.26
PRICE-OFF BRANDS	$2.71	$2.70	$2.57	$2.75	$0.19	$0.04	$0.59	0.66	0.62	0.62	0.60	-0.02	-0.06	-0.42
PRICE VALUE 25'S	$0.00	$0.02	$0.00	$0.01	$0.01	$0.01	$0.01	0.61	0.56	0.58	0.56	-0.01	-0.05	-0.18
TOTAL PRICE VALUE	$1.49	$1.57	$1.67	$1.79	$0.12	$0.30	$0.55	26.09	25.90	25.79	25.14	-0.65	-0.95	0.37

* EFFECTIVE COUPON DISCOUNT = % OF VOLUME SOLD ON COUPON x AVERAGE COUPON VALUE

2060087540

Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

INDUSTRY COUPON PERFORMANCE
IRI HOUSEHOLD PANEL
4 WEEK PERIOD ENDING 6/14/92

	PERCENT OF VOLUME SOLD ON COUPON							AVERAGE COUPON VALUE						
	4 WEEKS ENDING				6/14/92 VERSUS			4 WEEKS ENDING				6/14/92 VERSUS		
	3/22	4/19	5/17	6/14	4 WKS AGO	12 WKS AGO	52 WKS AGO	3/22	4/19	5/17	6/14	4 WKS AGO	12 WKS AGO	52 WKS AGO
BLACK + WHITE GNR/PL	10.9	13.4	11.9	16.6	4.8	5.7	8.6	$1.45	$1.53	$1.39	$1.45	$0.06	$0.00	($0.04)
CAMBRIDGE	73.7	78.9	79.4	75.4	-4.0	1.8	5.9	$3.57	$3.50	$3.53	$3.82	$0.29	$0.24	$0.72
ALPINE	70.8	73.0	62.1	59.5	-2.6	-11.3	2.4	$3.07	$3.05	$3.03	$3.26	$0.24	$0.19	$0.28
BUCKS	68.7	60.4	68.9	64.6	-4.3	-4.1	17.3	$3.28	$3.37	$3.33	$3.49	$0.16	$0.21	$1.22
DORAL	78.1	81.1	80.9	83.0	2.2	5.0	14.0	$3.52	$3.67	$3.92	$3.96	$0.04	$0.44	$0.67
VICEROY	49.6	48.1	59.6	62.1	2.5	12.5	-2.0	$3.62	$3.76	$3.98	$4.08	$0.10	$0.46	$0.78
RICHLAND 20	32.4	26.7	45.7	38.0	-7.7	5.6	-14.0	$3.69	$3.85	$3.52	$3.43	($0.08)	($0.25)	$0.08
BELAIR PV	0.0	0.0	0.0	0.0	0.0	0.0	-42.3	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	($2.90)
AMERICAN LTS/FF	87.3	87.2	91.2	88.5	-2.7	1.2	13.8	$2.68	$2.36	$2.70	$2.34	($0.36)	($0.35)	$0.37
BRANDED GENERICS	71.2	74.1	75.6	75.2	-0.3	4.1	8.8	$3.51	$3.54	$3.69	$3.85	$0.16	$0.34	$0.71
BRISTOL	61.1	71.4	80.1	82.1	2.0	21.0	73.5	$1.59	$1.88	$2.06	$2.08	$0.02	$0.48	$1.03
PYRAMID	59.1	42.8	41.8	40.2	-1.6	-18.9	35.6	$1.89	$1.94	$2.10	$2.17	$0.07	$0.29	$1.01
MONTCLAIR	59.0	59.1	65.4	65.3	-0.1	6.4	48.2	$1.79	$1.60	$1.87	$1.88	$0.01	$0.09	$0.88
RALEIGH EXTRA	75.7	53.7	69.4	44.8	-24.6	-30.9	-4.9	$1.77	$1.93	$1.98	$1.94	($0.04)	$0.16	$0.95
MISTY	16.4	23.5	11.0	22.9	11.8	6.4	19.2	$1.60	$1.15	$1.42	$1.18	($0.24)	($0.42)	($0.54)
MISTY FF	35.0	25.9	11.8	16.4	4.6	-18.6	16.4	$1.53	$1.33	$1.65	$1.45	($0.20)	($0.08)	$1.45
BULL DURHAM	36.2	35.6	22.6	29.3	6.6	-7.0	21.5	$1.60	$1.57	$2.00	$1.92	($0.08)	$0.31	$1.42
MAGNA	51.5	52.5	53.7	69.0	15.3	17.5	18.0	$1.94	$1.94	$2.41	$2.60	$0.19	$0.67	$1.70
STERLING	82.2	70.1	81.2	71.8	-9.5	-10.4	-4.2	$1.94	$2.08	$2.37	$2.69	$0.32	$0.75	$0.80
STYLE	71.1	67.4	63.1	54.0	-9.1	-17.1	54.0	$1.48	$1.38	$1.48	$1.36	($0.11)	($0.11)	$1.36
SUB GENERICS	58.8	52.6	58.2	54.7	-3.5	-4.1	34.8	$1.79	$1.79	$2.06	$2.08	$0.02	$0.28	$0.79
HERITAGE	68.6	89.4	95.8	77.7	-18.1	9.1	3.4	$3.89	$3.91	$3.87	$3.97	$0.10	$0.08	$0.52
MALIBU	91.7	88.0	83.0	93.5	10.5	1.8	20.1	$3.21	$3.00	$3.04	$3.09	$0.05	($0.12)	$0.13
PRICE-OFF BRANDS	84.7	88.4	86.2	91.9	5.8	7.2	18.5	$3.20	$3.05	$2.98	$3.00	$0.02	($0.20)	$0.06
PRICE VALUE 25'S	0.0	1.1	0.2	2.0	1.8	2.0	1.9	$0.00	$2.00	$0.50	$0.58	$0.08	$0.58	($0.42)
TOTAL PRICE VALUE	51.7	52.5	53.2	55.2	2.0	3.5	12.3	$2.88	$2.99	$3.13	$3.25	$0.11	$0.36	$0.35

2060087541

Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

INDUSTRY COUPON PERFORMANCE
IRI HOUSEHOLD PANEL
4 WEEK PERIOD ENDING 6/14/92

	$1.00 COUPON				$2.00 COUPON				$3.00 COUPON				$4.00 COUPON				$5.00 COUPON			
	3/22	4/19	5/17	6/14	3/22	4/19	5/17	6/14	3/22	4/19	5/17	6/14	3/22	4/19	5/17	6/14	3/22	4/19	5/17	6/14
BLACK + WHITE GNR/PL	33.4	33.2	32.7	42.0	63.0	60.6	65.8	55.0	0.0	1.0	1.3	0.0	2.4	3.6	0.2	2.9	1.2	1.6	0.0	0.0
CAMBRIDGE	10.3	9.2	7.4	5.9	1.3	1.6	1.7	1.6	26.6	34.0	34.4	21.3	41.0	34.7	36.9	39.6	20.8	20.5	19.6	31.5
ALPINE	10.5	14.2	14.5	7.6	0.3	1.0	7.9	5.8	58.0	45.3	31.7	34.7	31.2	39.4	45.9	51.2	0.0	0.0	0.0	0.6
BUCKS	4.4	8.3	2.9	5.9	3.5	9.6	5.7	4.8	52.3	26.5	46.1	39.7	36.4	43.1	43.9	30.3	3.4	12.5	1.3	19.4
DORAL	4.7	3.7	4.3	15.3	0.2	0.2	0.2	1.4	33.9	22.0	12.9	6.9	56.2	63.5	52.4	15.8	5.1	10.5	30.3	60.6
VICEROY	10.2	10.6	11.5	9.2	0.2	0.0	0.3	2.0	10.0	6.2	0.1	0.4	62.5	57.6	42.4	33.6	17.1	25.6	45.7	54.9
RICHLAND 20	9.6	0.0	1.2	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	90.4	100.0	98.8	97.8	0.0	0.0	0.0	0.0
BELAIR PV	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AMERICAN LTS/FF	0.0	0.0	0.0	0.0	31.8	63.5	30.5	66.5	68.3	36.5	69.5	33.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
BRANDED GENERICS	7.5	7.0	6.2	10.7	1.1	1.9	2.0	2.8	31.6	27.4	22.5	14.0	48.1	49.5	45.3	27.4	11.7	14.3	24.0	45.0
BRISTOL	38.5	36.8	31.5	32.0	47.7	33.1	21.1	19.4	13.8	28.6	47.4	48.6	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0
PYRAMID	18.9	10.7	5.8	3.0	70.9	84.6	80.0	78.6	10.2	4.8	12.2	16.0	0.0	0.0	2.0	2.4	0.0	0.0	0.0	0.0
MONTCLAIR	12.3	29.9	10.8	24.0	86.1	69.4	83.9	51.2	0.4	0.7	5.3	24.8	0.5	0.0	0.0	0.0	0.6	0.0	0.0	0.0
RALEIGH EXTRA	21.5	9.3	12.6	9.5	77.8	81.1	67.3	72.6	0.7	9.6	20.1	17.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MISTY	14.8	67.7	43.4	83.3	80.3	31.1	56.0	13.6	1.9	1.2	0.6	0.3	0.9	0.0	0.0	2.8	2.1	0.0	0.0	0.0
MISTY FF	19.5	50.1	30.9	49.8	76.0	49.9	64.6	46.9	4.4	0.0	4.4	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
BULL DURHAM	37.5	36.7	0.0	0.0	62.5	56.0	100.0	100.0	0.0	6.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
MAGNA	4.3	11.9	8.5	8.2	61.3	61.7	33.4	19.5	34.4	26.3	58.2	67.0	0.0	0.0	0.0	5.3	0.0	0.0	0.0	0.0
STERLING	3.4	4.9	5.2	7.4	81.9	70.4	43.0	16.4	14.7	24.7	51.8	62.0	0.0	0.0	0.0	14.3	0.0	0.0	0.0	0.0
STYLE	4.8	21.7	5.3	22.9	95.2	75.9	94.7	77.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB GENERICS	16.3	22.9	13.0	20.7	75.4	65.1	59.1	43.1	8.0	11.8	27.6	33.1	0.1	0.2	0.2	3.1	0.2	0.0	0.0	0.0
HERITAGE	3.1	2.5	3.6	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	96.9	97.5	96.4	99.3	0.0	0.0	0.0	0.0
MALIBU	0.4	0.9	0.6	2.0	0.0	0.0	0.0	0.0	85.7	96.8	94.2	85.9	5.9	2.3	5.2	10.1	8.0	0.0	0.0	1.9
PRICE-OFF BRANDS	0.8	1.4	1.2	1.5	12.8	10.6	18.5	15.9	57.1	69.4	61.0	64.6	23.9	17.7	19.4	16.6	5.4	0.9	0.0	1.3
PRICE VALUE 25'S	0.0	0.0	100.0	96.2	0.0	100.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL PRICE VALUE	11.1	12.1	9.1	14.7	26.7	20.8	20.1	15.8	24.2	23.7	24.4	19.9	30.5	33.8	30.7	19.9	7.5	9.6	15.7	29.7

2060087542

Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004

INDUSTRY COUPON PERFORMANCE
IRI HOUSEHOLD PANEL
4 WEEK PERIOD ENDING 6/14/92

	ON-CARTON COUPON				DIRECT MAIL COUPON				FSI COUPON				OTHER COUPON			
	3/22	4/19	5/17	6/14	3/22	4/19	5/17	6/14	3/22	4/19	5/17	6/14	3/22	4/19	5/17	6/14
BLACK + WHITE GNR/PL	92.0	91.4	98.3	98.0	0.0	3.4	0.6	0.2	3.9	4.0	0.6	1.5	4.1	1.2	0.6	0.2
CAMBRIDGE	93.0	95.1	96.6	96.1	0.6	3.0	2.0	1.4	5.8	1.6	1.3	2.2	0.7	0.3	0.1	0.3
ALPINE	94.9	73.5	73.9	89.5	0.0	11.6	14.4	0.0	4.8	11.1	11.3	10.1	0.3	3.7	0.3	0.4
BUCKS	57.2	26.3	47.7	30.5	11.4	6.6	6.4	28.3	31.4	60.6	45.2	39.9	0.0	6.4	0.6	1.3
DORAL	99.3	99.6	99.4	99.1	0.0	0.0	0.0	0.4	0.3	0.2	0.2	0.1	0.3	0.2	0.4	0.4
VICEROY	99.0	98.4	100.0	99.5	0.7	0.8	0.0	0.5	0.0	0.6	0.0	0.0	0.4	0.1	0.0	0.1
RICHLAND 20	100.0	100.0	100.0	99.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
BELAIR PV	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AMERICAN LTS/FF	100.0	100.0	100.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
BRANDED GENERICS	94.8	92.5	94.8	95.3	0.8	2.4	1.7	1.7	3.9	4.4	3.3	2.7	0.4	0.7	0.3	0.4
BRISTOL	98.4	98.5	100.0	98.9	0.0	1.5	0.0	0.0	0.0	0.0	0.0	1.1	1.6	0.0	0.0	0.0
PYRAMID	71.4	83.5	70.4	82.2	0.5	3.2	0.0	1.4	23.5	12.5	25.0	14.7	4.5	0.8	4.7	1.7
MONTCLAIR	75.5	79.7	94.3	83.1	0.6	0.7	0.1	0.0	18.5	16.8	4.9	15.2	5.3	2.8	0.7	1.7
RALEIGH EXTRA	100.0	100.0	98.9	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
MISTY	5.0	3.1	12.1	14.9	0.0	0.6	16.2	0.4	84.0	90.6	62.1	82.9	11.0	5.7	9.6	1.8
MISTY FF	3.3	3.0	0.0	0.0	0.0	0.0	0.0	0.0	79.6	85.0	85.9	89.8	17.1	12.0	14.1	10.2
BULL DURHAM	92.1	69.7	100.0	83.5	2.8	28.6	0.0	7.7	3.5	0.0	0.0	0.0	1.6	1.7	0.0	8.9
MAGNA	100.0	100.0	100.0	99.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
STERLING	94.4	98.1	98.6	100.0	0.2	1.0	0.7	0.0	0.8	0.9	0.7	0.0	4.6	0.0	0.0	0.0
STYLE	44.9	77.1	74.8	93.9	13.0	3.7	1.9	1.9	42.0	19.2	13.6	4.2	0.0	0.0	9.7	0.0
SUB GENERICS	81.1	83.9	91.7	87.4	1.0	1.8	0.6	0.3	14.4	13.1	6.2	11.5	3.5	1.2	1.4	0.9
HERITAGE	99.6	70.8	100.0	94.0	0.0	29.2	0.0	0.0	0.0	0.0	0.0	5.9	0.4	0.0	0.0	0.0
MALIBU	98.7	96.2	96.6	100.0	1.3	3.8	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
PRICE-OFF BRANDS	99.1	92.5	95.7	99.4	0.9	7.5	3.7	0.0	0.0	0.0	0.7	0.6	0.1	0.0	0.0	0.0
PRICE VALUE 25'S	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	100.0
TOTAL PRICE VALUE	90.8	90.3	94.3	93.9	0.8	2.5	1.5	1.2	6.8	6.3	3.7	4.4	1.5	0.9	0.5	0.6

2060087543

Source: https://www.industrydocuments.ucsf.edu/docs/rpjm0004